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# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

VOL. CXXVII

JANUARY 12, 1935

NO. 2

**By Eleanor Carroll Chilton**

*Author of Shadows Waiting  
and The Burning Fountain*

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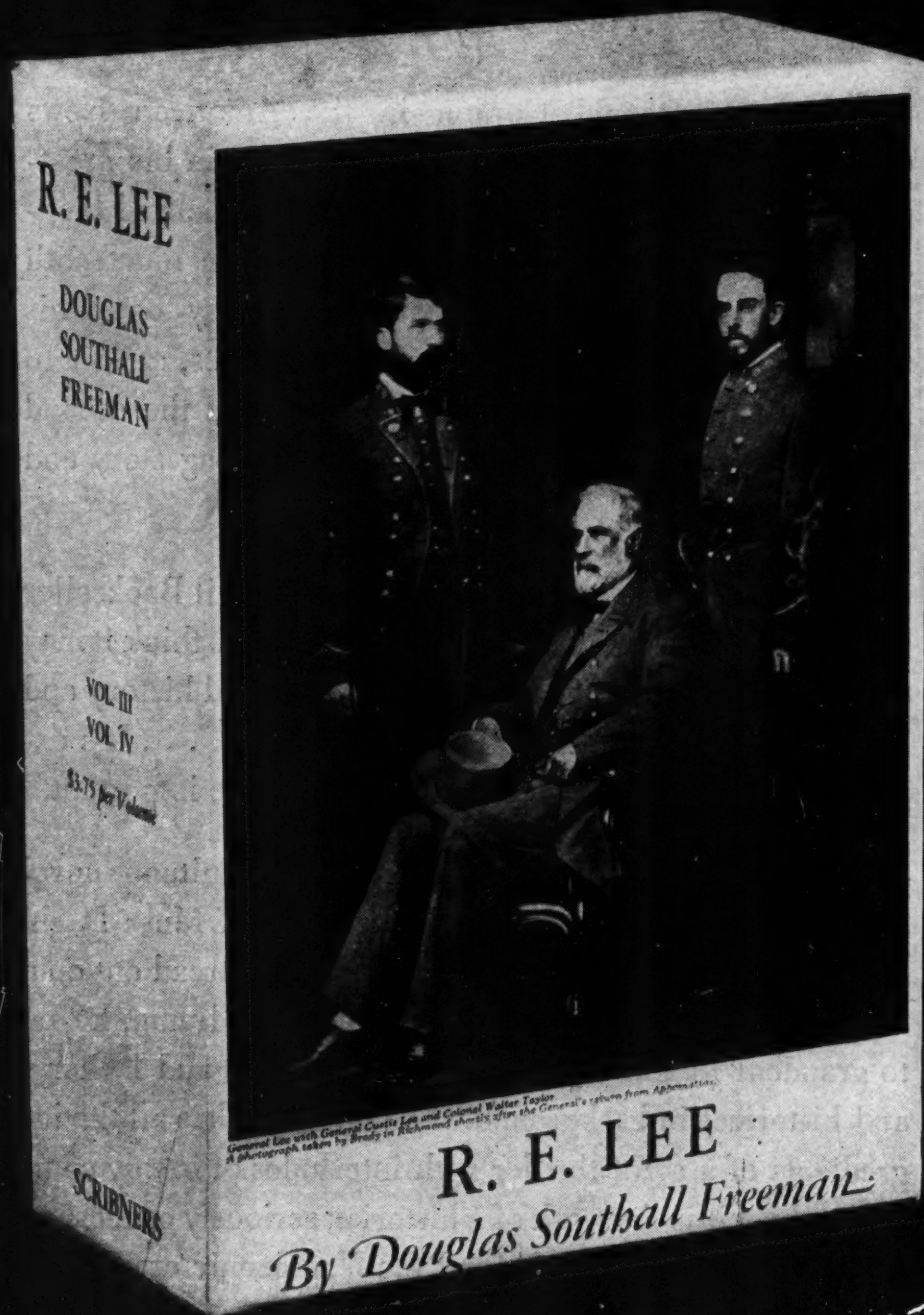
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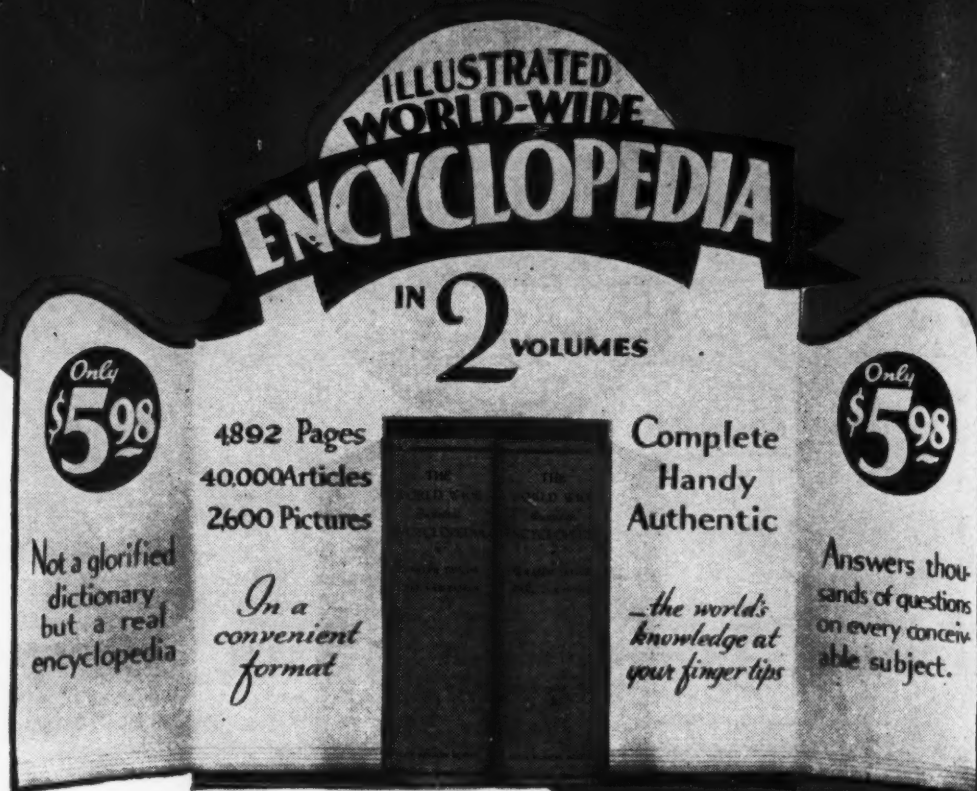
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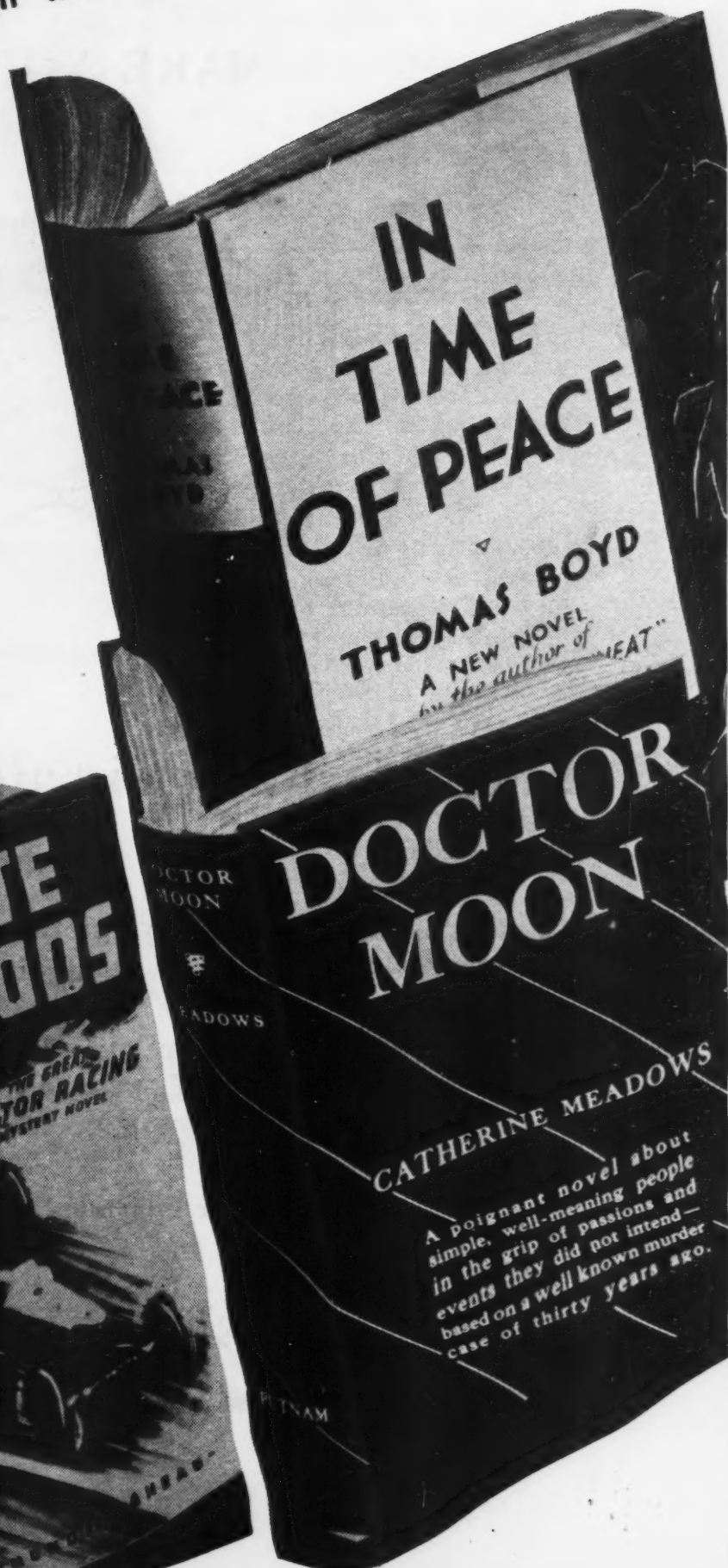
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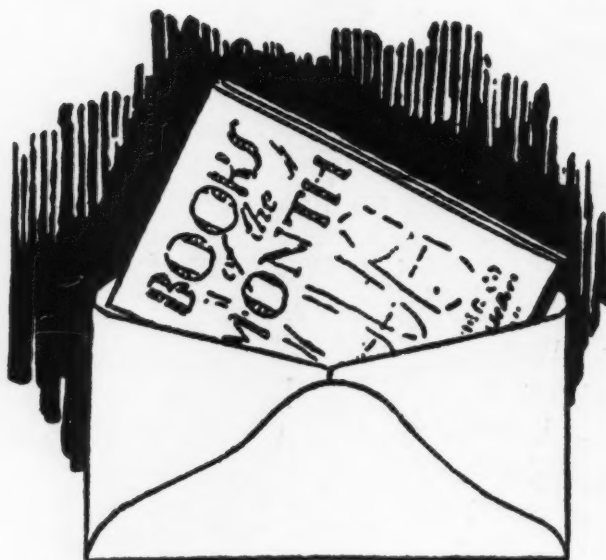
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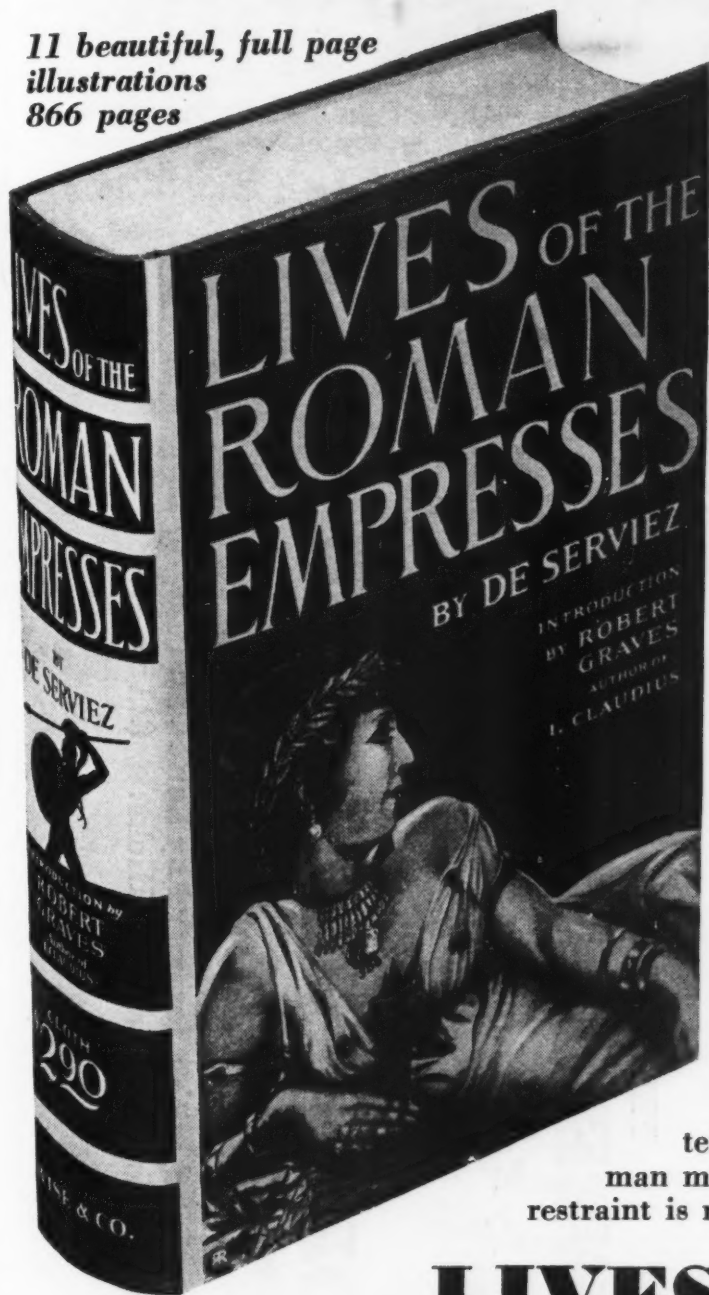
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# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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## Publishers as Salesmen

*They Have Many Theories of Salesmanship, But Are They,  
In Practice, As Good As the Booksellers?*

A. C. HANNAY

*Advertising Manager, George Allen & Unwin, London*

THE SERIES OF ARTICLES written by publishers, running at present in *The Publishers' Weekly*, on how books ought to be sold to the public immediately raises in the mind of the retail bookseller the query "What sort of salesmen are publishers themselves?"

In England, and apparently in America as well, publishers seem pretty unanimous that if they were booksellers they could sell double the number of books that are as a matter of fact sold. English publishers are extremely vocal, or perhaps I should say literary, on this subject. They are continually breaking out in print in the trade papers with perfectly splendid selling plans for books, plans very much like that proposed by Mr. McKaughan in his recent article, plans almost perfect in theory but so difficult to work in the usual bookshop conditions as to be of little practical value. This is hardly surprising as only a small proportion of publishers have any actual retail experience.

Although publishers do not in England sell direct to the public, they are, however booksellers in that they have to sell their own books to retailers. Naturally therefore when we read their theories on retail selling we feel inclined to look at their own records to see how these theories work in practice. In England, at any rate, almost the first fact we come across is the publishers' perpetual grievance that booksellers will not stock books. "Booksellers are stupid" is the explanation that every publisher will make at once, when this point is raised. That may

be true, but is it not also possible that publishers are not quite such good salesmen as they think they are? Is it not conceivable that the failure of booksellers to stock just as much as the publishers think they ought to, is due to the fact that the brilliant selling theories held by publishers don't as a matter of fact work out successfully in practice? And if these theories do not produce the desired results when tried on booksellers (and would the publishers complain so much if they did?) are they likely to be any more successful with the general public? Dare one suggest that perhaps after all the booksellers know their job and that high pressure salesmanship is not an effective way of selling books? It should not be forgotten that the book-buying public is by far the most intelligent and independent section of the whole community and therefore less susceptible to high pressure salesmanship methods than other members of the public. It is not true to conclude that because pills and patent medicines can be sold in thousands by certain methods the same methods can be applied successfully to books.

Although conditions in England and America differ so vastly, and although the differences in national psychology are so great, there is one essential in bookselling that is bound to apply to all countries and all nationalities—and that is, the establishment of confidence. Confidence and trust between men is the basis of success in any great business or political undertaking. As the economists and financiers are continually

telling us, the world is in its present condition of seething chaos through lack of confidence. Nations have ceased to trust each other. In a minor way it is precisely the same in bookselling. Every good bookseller knows that the real basis of selling books lies in winning and keeping the trust and friendship of his customers. Slowly but surely a regular and steadily increasing clientèle can be built up by any bookseller who is prepared to take trouble and not over-sell, and there are a great many more booksellers doing this than publishers ever believe. The successful bookseller studies each customer's tastes individually. By discussing books with his customers he gets to know what each of them really likes, as far as it is possible for one person ever to know what another person likes. He carries all his customers' various tastes in his subconscious mind, so that sometimes when reading a publisher's list he suddenly finds himself thinking, "Oh there's a book for So-and-So," or "I believe old So-and-So would like that." He then sends a notice of this book to the particular customer. He does not automatically send notices of all books on a certain subject to certain customers. That simply bores the customer and does not establish confidence, because only a few of the thousands of books published on every subject are worth buying. The bookseller aims at making his customers feel that when a notice of a new book comes from him it is valuable information for them. If they feel that he is simply trying to sell them something which may or may not be good, they will probably ignore his circular; if they really trust his opinion they will buy. This sort of confidence is worth any amount of trouble to win; but it involves considering the customer's purse and being very careful not to over-circularize. Second-hand book-

sellers do considerable business along these lines. In the big businesses each assistant has his or her own special clientèle of customers.

Do publishers use this particular form of salesmanship with booksellers? Have they succeeded in establishing with booksellers that complete confidence in their judgment that booksellers so often establish with their customers? Is a bookseller prepared to take the word of a publisher and buy on that, as the general public will so often buy on the word of a good bookseller? To a certain extent publishers' imprints have established this confidence. The books of certain firms can usually be reckoned on to sell at any rate moderately. But there is far too little of this sort of trust between booksellers and publishers. A good bookseller will often say to his customer, "Well, sir, I'm afraid I can't honestly recommend that book to you. It's not really in your line." Has any publisher ever said to any bookseller, "I can't recommend *you* to stock that book; I don't think it's the right line for your particular customers."? It pays the retail bookseller to establish confidence even though he misses one sale; might it not pay the publisher also, even though it sounds like suicide? Publishers are ready enough to lash out money on advertising, circularization and every kind of publicity. They try out all the most modern theories of salesmanship, and drive the booksellers almost distracted with the quantity and quality of the publicity matter they pour into the bookshops in floods. But they have not succeeded in establishing among their customers the sort of confidence that the best booksellers have established among theirs—the confidence that leads to free and ready buying. It is therefore doubtful whether publishers are really such good salesmen as they think themselves.

*This article was inspired by the series of articles written by publishers on how to merchandize books of special interest which has recently been appearing in the "Publishers Weekly." Three articles have appeared to date: "If I Were a Bookseller," by J. A. McKaughan, treating "The Mothers' Encyclopedia," in the October 13th issue; "The Wisdom of the Ages," by Raymond T. Bond, discussing "The Home Book of Quotations," in the December 15th issue, and "Portrait of a Man Talking to Himself," by Groff Conklin, treating "The Short Bible" in the December 29th issue.*



# Broadcasting and Literature

## *No Effective Alliance Has Yet Been Found Between Radio and Books*

STUART HAWKINS

*Author of "No Man Is Single" (Houghton)*

THIS YEAR IS SOMETHING of an anniversary for the radio broadcasting business. It was just about ten years ago that the radio program-directors, busy as they were persuading sopranos, pianists, speakers, and orchestras to perform in front of a microphone, found time to decide that what they were doing constituted a new medium of artistic expression. A new medium, they said, must mean a new Art, and they began experimenting with a new art-form. And it wasn't long before they decided that Radio Broadcasting would be a Super-Art, at once a servant and a master of such recognized muses as Drama, Music, Literature, and the Cinema. Radio, they prophesied, would utilize the best creations of all those established arts, but would mold them into new harmonies of aesthetic appeal, and would bring them to the millions in its own right. I know, because I was one of the prophets.

The broadcasters have done well in the ten years. They've explored the limits of ear-appeal shrewdly, they've found a method of financing their efforts that is profitable and that seems to produce less grumbling among the listeners than any other system in the world, and they have effected liaisons with almost every other art. Music principally, of course; without music there would be no radio. The drama has given its best to radio—its best in artists and its best in plays. You can listen to a radio drama every night in the week, if you care to, and as often as not you'll hear the voices of Broadway stars or near stars in the leading rôles. The cinema—"movies" to you—gives the broadcasters its best talent at frequent intervals, and gave radio its best technical device for dramatic continuity—the fade-out. Radio has given the movies the "Narratage" idea, which may or may not prove successful on the screen as it has in the loud-speaker. The opera is successfully broadcast in a variety of forms. And vaudeville—

well, radio programs *are* vaudeville. But radio hasn't proved a compatible mate for literature. And that's rather curious, because in the early days it was to books that radio program producers turned most hopefully for material.

Not that there haven't been any number of interesting departments in broadcasting literature. Some of the best voices in the country have tried to read aloud to the radio listeners, and have kept on trying until it became obvious that the listeners don't care to be read aloud to. Special radio versions of such widely different books as "Treasure Island," "Messer Marco Polo," "Tale of Two Cities," and "Alice Through the Looking Glass"—with capable radio actors, musical scores, and every conceivable device of sound effects and audible imagery—have tried to recreate the effectiveness of the original literary form via the loudspeaker. And, apparently, failed. At least, they have not been duplicated in recent years, and the radio producers are not less shrewd about holding on to a good thing than anyone else.

The program-builders turned next to the libraries of detective fiction. Maybe detective stories aren't literature, though I think they are. Anyway, they're books. Radio can do a good job at creating exciting atmosphere and dramatic speech punctuated by pistol shots and groans, and the detective story seemed a natural field for the program-builders. Sherlock Holmes was an outstanding success on the air, for a time. The next experiment was with the Crime Club books. A program sponsor, with the publishers, radio dramatized a different Crime Club book every week. The series started well, the radio audience reacted favorably, and the series is still on the air in what is, I believe, its fourth year. But the stories aren't adaptations of published mystery thrillers any more, and haven't been for two years. The broad-

casters learned by experience that they get better programs by using original radio-dramatic mysteries, short playlets written especially for radio—and no longer is literature even by that much a handmaiden to radio.

Broadcasters, writers, and publishers have all tried to find some effective alliance for radio and books. Interviews with authors, chatty broadcasts of literary gossip and book-reviews, dramatized excerpts from current books, have all been put on the air from time to time, and probably will all be tried again, from time to time. But the results

seem to please neither the broadcasters nor the publishers, and the reason for that seems to be that such broadcasts don't please the listeners as much as almost any other type of program.

It's queer, in a way. The stage and the movies, the opera and the concert hall, all regard radio as a box-office enemy, but contribute willingly to its activities. And the book world, which has always viewed radio with a tolerant friendliness, seems to have no possibility of economic or artistic affiliation with it. At least, in ten years of trying none seems to have been found.

## American Books in the Pacific

*A Series of Articles on Bookshops Selling American Books  
in Hawaii, the Philippines and the Orient*

W. S. HALL

*of Snyder & Hall*

### I—Hawaii

HAWAII CALLS ITSELF the "Crossroads of the Pacific"—an apt designation. And as might be expected, everything depends on the steamers. Their comings and goings are proclaimed daily by the newspapers on page one, at the head, where New York papers announce the weather forecast. Hawaiian weather is of course taken for granted; I recall an amusing remark by a *kamaaina*—"Hawaii has the weather California claims to have." Rather beside the point, for this is supposed to be about bookshops, but true nevertheless.

At any rate, the ships arrive more or less loaded with passengers, the usual proportion of which like to read. Like as not they will have exhausted their *bon voyage* volumes and the choice selections in the ship's library. They want books. They find them, practically any title within reason, old or new, at the Honolulu Paper Co., and the Patten Co. These shops, situated within a stone's throw of each other, are alert, active and friendly competitors. We will approach them in alphabetical order.

The Honolulu Paper Co., Ltd.\* is in the

\* Most of the business houses are "Limited", a bit of English inheritance, like the British jack in the Hawaiian flag.

Young Building on Bishop Street, an entrancing main thoroughfare that rises (it seems) in the Makiki hills and empties into a thin strip of turquoise blue which is the bay. A distracting passageway, no matter which way one may be walking, and to hold the roaming eye of the tourist the window display must be good. It is: a few months ago the Paper Co. won second prize in the Dodd, Mead-De la Mare Garden Window contest. An attractive *aloha* window was arranged, while I was there in July, for visiting author Franklin D. Roosevelt.

In 1853, Samuel P. Taylor sailed around the horn with a crude but effective outfit of machinery for making paper. He set up a mill about twenty miles from San Francisco, at Taylorville. Wheat straw was used for pulp. The mill prospered until that old ogre Efficiency found use for the whole of the wheat. In the meantime Samuel P. had begat, so to speak, James L., and James L. begat Stanley S. Stanley S. decided to push further West and arrived in Honolulu twenty years ago. He bought paper from the mainland and sold it in Hawaii. Today great lumbering trucks deposit shipments direct from ship's hold to customer's door. In the





*The Honolulu Paper Co. arranged this attractive "Aloha!" window to greet visiting author Franklin D. Roosevelt last summer*



*The book department of the Patten Co. occupies half the floor space of the store and does especially well with current fiction and books about the Hawaiian Islands*



earlier days all deliveries were made by pushcart.

The Honolulu Paper Co., Ltd. was incorporated in 1918. Six years later it took over Hawaiian News, Thrums Ltd. (established 1882) and found it had acquired, together with other properties, a bookshop.

Progress in this department has been rapid ever since. Books now occupy one half of the retail space on the street floor, making a brave and handsome showing in competition with the stationery, artists' supplies and glassware opposite. Minnie Todd and Kathrine Whitney preside over the books, assisted by Richard Wong, probably the fastest and most silent stock-checker in the Pacific. I recall talking a great deal to Mr. Wong; I do not remember any replies except smiles. Pauline Kluegel runs the circulating library—a vigorous little business in itself. She is perfectly *au courant* with the titles, authors and contents of the latest books. Too much so, in fact, for our own comfort, as we found in several instances.

Stanley S. Taylor's office is on the second floor; he is president of the company. So is Theodore Oliphant's; he is sales manager. Between them sit numbers of employees of various nationalities, each at a desk, each very busy. They are concerned with the affairs of Remington-Rand, Royal Typewriter Co., Dayton Scale Co., International Business Machine Corp., and other mouth-filling concerns for which the company is the Hawaiian agent. A busy floor, but I felt more at home in the sympathetic atmosphere downstairs among the books, talking to Mr. Wong who wouldn't answer, and Mrs. Whitney and Miss Todd, who would with a vengeance.

### *The Patten Company*

The Patten Co., Ltd. is just around the corner on Hotel Street, in the very heart of the shopping district. It's been there since 1916 when it acquired the business of A. B. Arleigh & Co. and the book stock and trade of the Crossroads Book Store. Here, too, books occupy half the floor space, and here, too, they compete for space and attention with stationery, artists' supplies and glassware (is there big profit in glassware, or are people just breaking more glasses?).

Eliot Ebright and Tony Perreira are the energetic directors of the bookshop's activities,

Mrs. Ebright concerning herself mostly with the regular trade publications, while Tony tries to sell everybody who sets foot in the store an armful of reprints. The shop does sell an astonishing amount of dollar books.

W. N. Patten was president and active head of the business until his death last December. He was succeeded by his brother, J. Roy Patten. He directs the retail store. The wholesale departments in the new building on Union Street are under the supervision of Mr. J. W. Warner, vice-president of the Company.

The population of the Islands runs the whole gamut of color from white to black, with yellow predominating. Of a total of 370,000, Caucasians number 50,000; Chinese, 30,000; Filipinos, 60,000; Japanese, 140,000; with but 23,000 native Hawaiians remaining of the former huge population. The rest is Korean, Portuguese, Porto Rican, Negro, etc. It should be borne in mind that practically all the "aliens" were imported to work on sugar and pineapple plantations. What presents a rosy outlook for the bookshops is the constantly increasing number of customers of these alien races. They buy mostly the more serious books, leaving the fiction for the more light-hearted white Americans. Just what will come later of all this economic and political study is what bothers, in a political sense, these same white Americans. Nevertheless these students, while they haven't much money, are good customers and better prospects.

Both stores have on their lists a large number of active buyers of the white population, interested in both non-fiction and novels. These lists include many missionary names. The residents go big for anything of especial interest even if it isn't entirely favorable, such as "The Lord's Anointed," which has sold more than 3,000 copies in Honolulu alone and is still selling. From an observation which does not pretend to be more than casual, I should say that Honolulu has, per capita, a far better proportion of book buyers than any other American city of the same white population. Maybe the tourist trade is responsible, but the shops won't admit it. There are, too, the Army and Navy officers and men, who might have rated mention a bit earlier. But they are not particularly rabid book buyers as a rule.



*The Maui Book Store has been selling books on the island of Maui since 1916.  
This store was built in 1923*



*The Moses Stationery Co. in Hilo, on the island of Hawaii started with stationery and  
sewing machines and gradually built up a thriving book business*



### Current Fiction Sells Well

Both shops do extremely well with current fiction and have the books often enough on publication date. Fiction constitutes the contents of the attractively packed *bon voyage* bundles, although an item of Hawaiian interest is often included. Dollar books and reprints generally move fast and increase in volume each season. Juveniles, priced not above two dollars, are steady sellers in season, but here the foibles and prejudices of the population have to be considered. Both stores supply Hawaiian libraries with their needs and both do an active business in textbooks. Both have branches in the other Islands with ambitious salesmen making their appointed rounds. And under the heading of service, books not in stock can be handed to the customer in one month; with good steamer connections, prompt order-filling by the publisher, and by use of air mail, much sooner than that.

Which reminds me respectfully to remind some of the publishers that Hawaii as a territory of the United States does not demand more than a three-cent stamp on first-class mail. Honolulu merchants are in the beginning amused, by repetition, vexed at five-cent stamps and "foreign" on envelopes. It all helps the government, but I think some mailing departments might like to know about this good piece of news. And the Philippines, too, while we may soon lose them, are still in the three-cent class, and like Hawaii, in the eighth parcel post zone. I hope especially that this is seen by the publisher who refused to ship one book to Honolulu except for cash in advance—his terms for all "foreign" orders. Perhaps we have an education problem at home, too.

### Three Other Outlets

There are three other outlets for books in Honolulu, one which may be considered a bookshop, the others frankly "departments."

Wall, Nichols Co., Ltd., on South King Street, is one of the oldest stores in Honolulu. At one time books were the main consideration; today it is newspapers and magazines (on my recent visit in November I saw 6,200 copies of a Sunday issue of the *Daily Mirror*, just arrived for distribution throughout Hawaii). Henry Tung buys the books which, except for library and school orders, are mostly reprints and juveniles.

Benson, Smith & Co., Ltd. occupies a

strategic corner at Fort and Hotel Streets. It is a drugstore. M. R. Levey is the general manager and he acknowledges the importance of his book section by attending to the book buying himself. Mostly dollar books.

Liberty House (American Factors, Ltd.) is the city's largest department store. An unusually attractive juvenile department, directed by Mrs. R. G. Clement, has a wall of shelves for books. Shelves which Mrs. Clement hopes will increase in number early in 1935 when the department moves from the top to the street floor.

\* \* \*

Harry Snyder and I thought it might be well to make a pilgrimage to the other Islands to call on shops we knew about and to find, possibly, a few prospects who might be thriving without our knowledge. We sailed from Honolulu on the gallant S.S. *Hualalai*, with Harry Snyder bound for Hilo (Hawaii) and me for the more adjacent Maui.

### Hilo

Hawaii is the largest of the Islands. Its city is Hilo, and Hilo's outlet for literature is the Moses Stationery Co., Ltd. The shop is located on Kamehameha Avenue facing Hilo's crescent bay. The owner, E. H. Moses, opened the store in 1902 with a line of stationery and Singer Sewing Machines. I can do no better than quote from Mr. Moses' account of his business, which he was kind enough to hand to Harry Snyder.

"Books were gradually added to the stationery lines and for many years we did quite a thriving business in that department, one side of the entire store having shelves of the latest fiction, autobiographies, art, cooking and school books, the last named, of course, being where the greatest volume of sales came from, as we handle all the school book business for this Island, something over 62 schools. Since our local library, however, is such a fine one, and more and more people take advantage of it, our sales in copyrights have gradually decreased until at the present time we carry merely the outstanding books in all classes and have a very limited but select clientele. Juvenile books sell nicely with us, and we have worked up quite a business in reprints—murders and Westerns being by far the most popular subjects. We find it more and more difficult to sell the



\$2.00 books and especially after they have run in one of the leading magazines.

"Our population is limited to something less than 1000 white people, the other 19,000 being composed mainly of the laboring classes of Japanese, Filipinos, Chinese, Hawaiians, etc., so you see our field is very limited.

"My able assistants in the book department are Mrs. Elizabeth W. Henry and William Carvalho, the latter having had many years' experience in the school-book business.

"We subscribe to the *Publishers' Weekly* and the Cumulative Book Index and are up on research data which we are frequently asked for.

"To stimulate sales we have a list of book lovers whom we frequently notify of our latest arrivals, and in this small community we use the telephone quite a bit in our solicitation. Occasionally we have a very attractive window display when a new shipment arrives, and this also tends to increase sales.

"Books dealing on Hawaii, either history or fiction, make good sellers with us, as we have a certain amount of the tourist trade here; the localities use these as gift items to send to the mainland. Therefore all of von Tempski's novels and, for instance, Ruth McKee's 'Lord's Anointed' have been very good sellers with us, not to mention Earl D. Biggers' Charlie Chan stories."

Mr. Moses arranged a Roosevelt window in preparation for the President's visit. He sensed no wild advance interest, however, and is rather mystified about it. Maybe it's because the Islands are Republican or it might be that living on the same island with a couple of volcanoes keeps one thinking pretty much about that. And I am told there are still inhabitants, native Hawaiians, of course, who, being told of the visit of a Ruler, would rush out to greet King Kamehameha.

Wailuku, or Maui, has two hotels, acres

of sugar cane, gas stations and pineapple, a library and Judy Davis, librarian—both very cool and handsome—and the Maui Book Store. The latter is owned by Mr. and Mrs. T. B. Linton and its doors are thrown open each morning at 7 a.m. by Jack L. Mr. and Mrs. L. stroll in later, at nine. They've been selling books on Maui since 1916 when they began—mostly with magazines and newspapers. The present store was built and opened October, 1923. It's next door to the Grand Hotel on Mail Street—a location which rivals that of the Honolulu Paper Co. for to the left is the Iao Valley (a Yosemite in miniature), to the right, Kahului Bay and the rising slope of the world's largest extinct volcano. A few steps to Market Street reveals Haleakala, 10,000 feet high, in its full glory.

The shop couldn't carry on without other things to sell. Stationery, office supplies and furniture occupy most of the space. But books are right up near the front door.

I should like to report that Wailuku is avidly interested in economics, poetry, the classics and good current fiction. Mr. Linton admits, rather sadly, the demands of the population\* in this order: (1) North's Love Letters, (2) Etiquette of Making Love, (3) Other and more quiet Etiquette books, (4) Cookery, (5) Tarzan. Nevertheless the shop sold its initial shipment of fifty "Lord's Anointed" before the books arrived, which isn't bad at all. That the love pamphlets mentioned were written seventy years ago apparently makes no difference. Another curious demand which the shop satisfies to the tune of 100 copies a week is the "Coast Funnies." That is what is asked for; what they mean is the New York *Sunday Mirror*. Price, 5 cents. In spite of all this, the natives are friendly and enjoy light wines and dancing.

\* Population of Maui, 44,000 Chinese, Japanese and Hawaiians, 5,000 Portuguese and Porto Ricans, 1,500 white Americans.

*Harry Snyder, who represents almost all the American publishing firms in the Orient, has been visiting bookshops in the Pacific for fifteen years. William S. Hall, his partner, also well-known in the book-trade, made his first trip to the Orient this year. Mr. Hall's next article in this series will take up the Philippine Education Company in Manila.*

# THE Publishers' Weekly

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Publications Manager

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January 12, 1935

**I**HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Opinions in the Making

AGAIN THE ARGUMENTS for a new deal or the New Deal are thrown out to the public for



discussion by one of the ablest proponents of change, Rexford Guy Tugwell. The list of significant books on public affairs has grown month by month, and, however voluminous the discussions of social and economic change in the

press, the well-informed citizen must turn to books for the most carefully considered analyses and suggestions from those who are authorities on the subjects.

Now also Whittlesey House, publishers for the Hoover Commission, has reissued in one volume the survey entitled "Recent Social Trends," which so clearly summarized the situations out of which must be developed the new programs.

Since the first publication of that survey two years ago every area it analyzed has been the scene of fresh experiment and illum-

ination. Public-minded people would wish that this book or that which best expresses their opinion could have a truly national reading, but there is no machinery existing which would bring this about. Public libraries are unable to purchase an adequate number of copies of any one book, and only a third of the country has good library service.

The bookstore under these circumstances has a very real responsibility, not for the distribution of any one particular book or for the propagation of any special economic theory but a responsibility for giving the most thoughtful and provocative books their chance for a hearing in a community. The bookstore's display of significant books on public affairs should again this year have the most intelligent and earnest care that can be provided.

Might not, also, the community be made to feel a personal interest in providing a wider distribution of books on public affairs? Will not local leaders of many faiths and divergent hopes offer their personal recommendations as to books which they would like to see become "required reading" in their own community? Could not such local recommendations be featured in the bookshop window and on display counters and supply the bases of very effective circularization.

After all, opinion is only *registered* at Washington, and in State Capitols, it is *originated* back home. The material out of which such opinions can be formulated has never been available in such stimulating profusion. Books must not lose their effectiveness in crises because they are such very familiar tools; books are dynamite, they are fertilizers, they are sometimes oil to troubled waters. Before our eyes current social trends are shaping into a new social set-up. Let's read and recommend.

## Is There a Color-Hungry Public?

THE EXHIBITION GALLERY of the Pierpont Morgan Library placed in its display cases and on its walls last week an historical exhibit of the arts of printing in color such as has never before been gathered in this country.

The directors of the Library see in such an exhibit a means of suggesting to American publishers that increased use of color

through the genius of the artist and the printer might result in a demand from the public for the highest type of color reproductions.

Certainly, as Philip Hofer suggested in his address at the opening of the exhibit, the number of good processes for color reproductions has increased, and the number of printers who are capable of doing reasonably good work. But how shall "good" be translated into "highest excellence"? Must the demand precede the supply or the supply precede the demand?

Usually the demand follows the appearance of the new product. Did not Edmund Evans and the genius of Crane, Caldecott and Greenaway lead the public to demand fine picture books for children, and have not publishers of children's books today by encouraging the work of a new group of artists again given stimulus to demand? Has color been given any equal chance in books of general adult interest? We think not. Can fresh initiative find its artists and their audience?

### Appeal for a Fair Deal

THE LONG-CONTINUED DISPUTE between the R. H. Macy Co. and other important department stores in New York has unfortunately a very direct effect on book distribution not only in New York City but in neighboring areas.

What is involved is not the ambition of one store to offer books to the public at low prices, but over the bludgeoned body of the book-trade a cash sale store is trying to convince the public that cash buying results in a saving of 6%. In neither theory nor practice does such a claim agree with other informed opinion. The cost of running charge accounts is about a quarter of one per cent, and the incentive to make one's larger purchases at stores where charge accounts are allowed is usually found to increase the gross sales per salesman and therefore to offset any losses from bad accounts.

However the public for Macy's purposes, sees the 6% figure and connects it with the 6% interest rate used in school arithmetics though that 6% was for a year *not* a month. The statement formerly used by Macy's was this: "Macy's Policy of Lowest in the City Prices:—that is, to endeavor to sell day by day for at least 6% less than the marked prices of our competitors—is made possible

because we sell for cash only." Under the fire of the Better Business Bureau and others, this extravagant claim has now become "6% less to maintain our cash policy" and on many lines, such as drugs, the merchandising emphasis has been shifted to house brands. This was tried also on a series of *Macy Classics* but the price fixed was so obviously higher than the going rate for other series that the books were closed out.

With the claim made of always selling at 6% less than the prices of competitors, whenever a competitor meets a Macy price on books Macy is bound, in order "to maintain our policy" to go down another 6% as in the famous *Modern Library* competition when the price around town reached 11c a volume. It was this ridiculous situation which made books the football of department store warfare and its growing influence over the country that led the Consumers Board of the N.I.R.A. to agree to a 6 months to a year price maintenance on new books in order to give them at least the chance for life enjoyed by newspapers and magazines whose fixed prices are so universally recognized.

Under the Code Plan, Macy's fall book sales of new titles went down sharply while the sales of new titles among other outlets began slowly to mount until 1934 ended with a very satisfactory showing for publishers and therefore for authors and their books.

With the lapsing of the period of protection on many still popular spring titles Macy desired to use book exploitation to bring in customers, and, when competitors met their price, down the level went until it reached the cost level maintained by the provisions of the general retail code.

The price maintenance of new books does not raise general price levels nor restrict output; it leaves competition among publishers as keen as ever. It involves public welfare as well as a fair deal to small merchants who cannot balance their losses on books by higher prices on other merchandise.

To defend the right of the bookseller and the right of the United States to get as fair a deal on book distribution as other book-producing countries of the world are already assured of, the representatives of the American Booksellers Association are again in Washington to give forceful and well-substantiated appeals for the continuation of a fair deal for books.



## News of the Week

### Booksellers Reply to Sweitzer

A STATEMENT has been issued by the National Booksellers Code Authority of which Cedric R. Crowell is Chairman, in answer to a statement given out early in December by Channing E. Sweitzer. The statement is:

"Mr. Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, issued a publicity release early in December purporting to show the 'decidedly harmful effect on the sale of books' by price fixing in N. R. A. Codes. The 'authoritative and convincing evidence' cited by Mr. Sweitzer are the 'statistics issued by the Federal Reserve Banks of Boston and New York showing the monthly trend of retail sales and stocks for book departments.' He states further 'during the first quarter of the year there were substantial monthly increases in the sale of books and magazines in the New York Federal Reserve district. But, when the Code became effective,—the percentage of increase declined to 5.4 percent, and every month thereafter . . . the sales of books have shown substantial decreases over the corresponding months of the previous year. . . .'

"Mr. Sweitzer should know that the Federal Reserve Bank figures for book and magazine departments in the New York Federal Reserve district are drawn exclusively from nine reporting department stores in that district, presumably including those stores who before the approval of the Booksellers Code were making liberal use of books as 'loss leaders.' In a letter to the Chairman of the National Booksellers Code Authority, dated December 14th, Mr. Sweitzer wrote 'I must admit that no complete survey of all types of book selling stores was made prior to the issuance of the statement.'

"The National Booksellers Code Authority has in its possession and will submit to the open hearing of the National Industrial Recovery Board in the immediate future statistical information which is in fact 'authoritative and convincing evidence' of the effects of price provisions in the Booksellers Code, information which is at marked variance with the extremely limited and prejudiced source from which Mr. Sweitzer and the New York Federal Reserve Bank have drawn their information.

"It is inconceivable to the National Booksellers Code Authority that the policy of the National Industrial Recovery Board as to the Booksellers Code will be dictated by the experience of a small but powerful group of stores for whom current books are apparently ideal 'loss leaders.'"

The *Publishers' Weekly* commented editorially on Mr. Sweitzer's statement in the issue of December 15th.

### Booksellers Attend Price Hearing

CEDRIC R. CROWELL, chairman of the National Booksellers Code Authority, and Richard F. Fuller of the Booksellers Code Authority, are in Washington this week to attend the public hearing of the National Industrial Recovery Board at which there will be consideration of proposed modifications or confirmations of major problems now confronting it. The first of these hearings will be on the subject of price fixing. The hearings were conducted by S. Clay Williams, chairman of the National Industrial Recovery Board and began on January 9th at the Auditorium of the Department of Commerce Building in Washington, continuing until completed. Cedric Crowell will present the booksellers' argument that price provisions of the Booksellers Code should not be eliminated.

On January 9th, following a meeting of the executive committee of the National Association of Book Publishers, the following telegram was dispatched to H. Clay Williams, chairman of the National Industrial Recovery Board:

"Executive Committee N. A. B. P. favors continuance of price maintenance provisions Retail Booksellers Code at least for further trial period. Wish to point out that these provisions do not constitute price-fixing. Similar provisions have obtained in principal European countries for years. Opinion of members almost unanimous that abandoning price maintenance now would severely affect very real 1934 improvement in wholesale and retail booktrade conditions both from material and psychological point of view. Survey among our members shows substantial increase in book sales during 1934. Believe continuance of price maintenance trial is in

public interest, assuring better bookstore service to the community as well as valuable to book industry at this time."

(Signed) W. W. Norton

## The N. A. B. P. Annual Luncheon

AT THE ANNUAL LUNCHEON of the National Association of Book Publishers at the Hotel Ambassador on January 16th, Christopher Morley will be toastmaster. The speakers will be Walter Lippman of the New York *Herald Tribune* who will discuss some problems of publishing policy, Archibald MacLeish, Pulitzer Prize winner and one of the Editors of *Fortune* who will talk about the writer in a changing world and Clifton Fadiman of the *New Yorker* and Editor for Simon and Schuster who will talk about relations between the critic and the publisher, and the speeches will all be on various phases of book publishing. The advance registration for this luncheon is unusually large.

## Author Asks Readers' Reactions to "Resurrection River"

A LETTER from the author to the reader enclosed in a book and asking for his personal reaction to the book is an interesting innovation. This is what Little, Brown has done with "Resurrection River" by William B. Mowery, which has just been published. The letter is printed in a little brochure and slipped among the leaves of the novel. It reads:

"Reader:

"A word to you, and a request. . . .

"You have read this story of mine, 'Resurrection River.' You like or dislike it; you agree or disagree with my judgment upon those people and upon their acts there at Dynamite Bay. It has been said to me that I was 'seeing Red' when I wrote this novel. As to that I can only reply that I am not in the habit of 'seeing Red,' that I have lived much and observed much along the Canadian mining frontier, and that in this story I tried to set down, honestly, a true picture of the situation.

"I would like a great deal to know your personal opinion of 'Resurrection River.' Let me explain why:

"Publishing a novel nowadays is pretty much like throwing your shirt over a cliff

at midnight—it disappears, you see or hear little more of it, except for reviews and royalty checks. In New York or London of a hundred years ago an author knew most of his reviewers and also could contact a large fraction of the people who read his books. This exchange of opinion was an influence of inestimable worth. But today that precious contact is almost non-existent; and authors, excepting the inveterate tea-hounders, write in a vacuum, to a ghostly audience, with only the dimmest of echoes ever flouncing back.

"One receives letters, of course, and reviews; but reading a clipped review is a miserable substitute for a personal chin-chabber with the reviewer, and the letters that one ordinarily gets do not, in my experience, represent the opinion of the majority of intelligent readers. Your average reader seems to shy off from dropping a line to an author. He seems to think that the author is too busy or else uninterested. Speaking strictly for myself, I do not allow myself to be too busy to read and answer any honest and outright opinion about my books; and I prize this contact with you. It makes me feel that I am not writing for a bunch of ghosts.

"In return for the months that went into the fashioning of 'Resurrection River,' I wish you would take a few minutes to jot down and send me your candid reaction. This I would appreciate a great deal, and I will answer you as fully as my time permits."

## University Presses to Meet in New York January 15th

THE UNIVERSITY PRESSES will meet in New York on January 15th, and it is expected that about twenty people will attend, including representatives not only of the Eastern University Presses but the University of North Carolina Press, the University of California Press, Stanford University Press and the University of Oklahoma Press. The meetings will be held at the Hotel Ambassador. The group will be guests of the Harvard University Press for luncheon at the Harvard Club of New York City at one o'clock. David Pottinger, of the Harvard University Press is chairman of the meeting and in charge of the program which will cover joint selling, sale of dissertations, barter with German publishers, joint mailing lists. Donald Bean of the University of Chicago Press, who is secretary of the group, continues to be a leading spirit in the group.



## Colophon, Part 19, Out

PART 19 of *The Colophon* has just been issued. Only one more number is scheduled to appear in the present form, as future issues of this quarterly for book collectors are to be in a revised format and will be designated *New Series*.

The history of the famous quotation about the man in the middle of the woods who built a better mousetrap than his neighbors is traced in detail to its source in this issue of *The Colophon* by Burton Stevenson, editor of "The Home Book Of Quotations," who concludes that, while Emerson may actually have made that famous remark, it appears nowhere in this precise form in any of his collected writings. Its first appearance in print was in a booklet of quotations called "Borrowings," which was "compiled by ladies of the First Unitarian Church of Oakland, California."

Two important bibliographical contributions are included in the contents of the new number. One is a discussion of William Faulkner by Aubrey Starke, followed by a detailed bibliography. The other is an account of Peter Newell, followed by a check list of his writings and of books illustrated by him, compiled by Philip Hofer of the Morgan Library. Further bibiana is provided by Philip C. Blackburn in his "Notes from a Bibliographer's Journal."

## Anecdotes of Publishing

JAMES BARNES' memoirs "From Then Till Now" contain many anecdotes of the publishing world as well as many from the literary world of the past fifty years. When he applied to Scribner for a job with a letter in his pocket from Richard Harding Davis, their offices were at 743 Broadway, opposite Astor Place. "It was truly a Princeton house and in a measure has always remained so. Charles Scribner of the class of '75 was the head, and his brother, Arthur, of the class of '81 was second in command. It was evident that I had what might have been called a 'pull.' They took me on within a fortnight or so of leaving college, and I was glad of promised assurance. The stipend offered was nothing extravagant, \$40 a month. My job was to be in the business end, the advertising department of the magazine."

Soon Mr. Barnes had moved on to Harper & Brothers, where he was responsible for the

makeup of the *Weekly*. Joseph Henry Harper was at the head of things, and the *Weekly* was his pet. "On the first of the month several of the older members of the family would visit the Treasurer. Each one seemed to be in the position of a pastor emeritus upon whose head fell blessings of the firm in timely checks. When George B. Harvey took hold of Harper's one of his first questions had been 'Who are the two best known living authors?' The answer came promptly, 'Samuel Clemens and William Dean Howells.' The copyright on the books were in Harper's possession and plates were all in existence in the Harper archives, but the books were almost as dead as the sermons of Jonathan Edwards. Not a fresh edition had been printed in years. Harvey accomplished what might have been regarded an impossibility. He made these authors and books front page stuff in the newspapers."

## Cheap 2-Volume Encyclopedia Announced by Blue Ribbon

BLUE RIBBON BOOKS this week announces the publication of a two-volume, 4880-page encyclopedia at \$5.98 that ought to lend itself well to special promotion by booksellers this spring. This encyclopedia, "World Wide Illustrated Encyclopedia," is actually the well-known "Nelson's Looseleaf Encyclopedia" completely revised, Americanized, brought up-to-date and reset. Ralph C. Taylor is the Editor and Carl Van Doren the Advisory Editor. A large staff of assistants has been at work condensing, revising and adding new material, with the result that references are brought completely up to date and new material has been added covering events of importance up to January 1, 1935.

J. A. McKaughan, advertising manager for Blue Ribbon Books, pointed out to a representative of the *Publishers' Weekly* that this Encyclopedia stands between the 1-volume reference book and the general encyclopedia that sells for \$100 or more. It covers 40,000 subjects and carries 2,100 pictures as well as 16 full pages of maps in color. The two volumes are bound in cloth with silk head- and foot-bands.

There will be a big color poster for bookstore display, and circulars will be available. In addition there will be another promotion feature about which details have not yet been released, but which will be pretty exciting.



# Price Provisions of Booksellers' Code Have Increased Book Sales

*So Say the Briefs Filed by Cedric R. Crowell of the National Booksellers' Code Authority at the NRA Hearing in Washington This Week*

AS THE CHAIRMAN of the National Booksellers Code Authority I have been designated by that Authority, to present to the National Industrial Recovery Board a few facts with reference to the price provisions of the Booksellers Code, the experience of booksellers under those provisions, and to argue the very real necessity for their continuation if the vast majority of booksellers are to have continuing employment and all consumers are to have the benefit of mass consumption book prices.

The Supplementary Code of Fair Competition for the Booksellers Trade is a Supplement to the General Retail Code and is known as Schedule "B" of the Retail Code. The price provisions in this schedule are as follows:

"The following provisions supersede the provisions of Article VIII of the Retail Code, except as hereinafter specified, as to the sale of books:

(a) Except as hereinafter specified, no bookseller shall sell or offer for sale any copy or edition of any book during the first six (6) months after the publication date thereof, or if published before July 1st in any year until January 1st of the following year, at a price lower than the publisher's published price thereof.

(b) At any other time after publication date than the time specified above, no bookseller shall sell or offer for sale any copy or any edition of any book at a lower price than provided in the preamble and paragraph number "1" of Section 1 of Article VIII of the Retail Code and any amendments thereto."

This is followed by certain exemptions covering books sold at clearance, second-hand books, sales of books to public libraries, schools, colleges, church libraries, State Reading Circles and other public agencies, and sales governed by state laws and contracts with a State or subdivision thereof, etc.

It is estimated that numerically less than 5% of all titles in print are covered by the price provisions of the Schedule, and that even those are excluded from these price provisions within a maximum period of one year from publication date, and many of them only six months after publication date.

I should like to point out that the reading of books covered by our Schedule is available to the consumer in a variety of ways and at prices varying from nothing to the publisher's published price.

- (1) Many—certainly the more important—are available in public libraries at no cost to the consumer.
- (2) Many are first published as magazine first serials. A few are even first published as newspaper serials—before the publication in book form.
- (3) The more popular are available in thousands of rental libraries at a reading price of a few cents a day.
- (4) Still others are published as second serials in magazines or newspapers after book publication.
- (5) Free borrowing from friends.

Another provision in this Schedule to which I should like to call the special attention of your board is The Administrator's Price Control Committee, a Committee appointed by the Administrator himself. Upon demand of the Administrator or any member of the Committee, the Committee shall investigate and report to the Administrator any claim of unwarranted increase in publisher's list prices or decreases in discount to booksellers. If such have been made, the Administrator may suspend the price provisions of this Schedule on the sale of the book or books in question. This provision properly protects the consumer from unwarranted price increases.

There is a very marked difference between "price-fixing" and the price provisions of our Code. There is nothing in our Code or the

Trade Book Publishers Code which stipulates at what price a book shall be published. The publisher is at complete liberty to publish a book at any retail price he chooses—a novel, for instance, at 15 cents or ten dollars; but having designated that price, sold to dealers on the basis of that price, and widely publicized that price, common justice to the retailer and the consumer demands that destructive price cutters shall not make of the book so priced a loss-leader with which to oppress small enterprises or to discriminate against them. The Federal Government years ago adopted that policy on the sale of its own publications and strictly prohibited any cut price on publications issued by the Department of Documents.

The circumstances which led to the inclusion of the price provision in our Schedule are set forth in detail in the attached transcript of the principal arguments advanced at the time of the initial public hearing on the Booksellers Code. Destructive price cutting, and the use of books as loss leaders by a few department stores threatened the continued existence of the independent book store, and the wages and indeed the employment of employees in most bookselling establishments. In the last several weeks of 1933 a few large department stores with national influence on merchandising practices were engaged in the Battle of the Books with large advertising space to persuade the public that they held the secret of how to sell books at wholesale invoice cost.

I attach hereto the source and the detailed statements by the National Retail Dry Goods Association<sup>1</sup>—the department store trade organization—to the effect that the spread between the cost price and the publishers' published price of books is not sufficient to permit an operating profit in "practically any" of the book sections in department stores throughout the country. The National Retail Dry Goods Association reported that in 1930 the "common figure" was a net loss of 2.9% for book departments in department stores doing more than \$10,000,000 annually; and that in smaller

stores the net loss was larger. The 1932 report of the Controllers' Congress of the National Retail Dry Goods Association<sup>2</sup> stated, "For the past three years the book departments have incurred losses in the typical stores of each of the groups in which the statistical data for the department has been available. *Losses in 1930 were approximately 5.0%, the following year 7.5% and last year over 10.0%.* A casual analysis of the merchandising figures of the book department for the past three years calls attention to certain disadvantages which the department operates compared to the average department; *the purchase markon is lower than average, and the cash discounts are also very much smaller, failing to approach the markdown figure.*" According to the 1933 report of the Controllers' Congress of the National Retail Dry Goods Association<sup>3</sup> "typical" book and magazine departments in department stores showed losses varying from 1.5% to 14%. And it should be noted that, except in New York, a very small fraction of department stores indulge in price cutting of books. Accordingly, it is to be assumed that even selling books at the publisher's published price is for most department stores not a profitable enterprise. I leave to your imagination the losses sustained by book departments in those department stores which deliberately slashed book prices to their wholesale cost price, because it was in their judgment good "promotion"—for them, so long as the consumer indulges in erratic but highly desirable deductions.

Under these circumstances which are given in greater detail in the attached transcript, the Administration approved the Booksellers Code. *It should here be emphasized that the Code as signed had the full approval of the Consumers' Advisory Board of the NRA—a unique distinction.*

Your Board, I take it, would like to have complete answers to these two questions:—What have been the experiences of booksellers under the price provisions of the Code and what has been the effect of these pro-

<sup>1</sup> The source and detailed statement referred to here is the *New York Times*, August 16, 1931, which quotes the Merchandise Managers Division:

"the initial mark-up permitted by publishers is not sufficient to permit an operating profit in practically any of the book sections in department stores throughout the country. In 1930 the common figure was a net loss of 2.9% for stores doing more than \$10,000,000 annually. In smaller stores the net loss was larger."

<sup>2</sup> 1932 Report of Controllers' Congress of the National Retail Dry Goods Association is published as "1932 Departmental Merchandising and Operating Results of Department Stores and Specialty Stores" and is copyrighted 1933 by the Controllers' Congress, N.R.D.G.A.

<sup>3</sup> 1933 Report of Controllers' Congress of the National Retail Dry Goods Association is published as "1933 Departmental Merchandising and Operating Results of Department Stores and Specialty Stores" and is copyrighted 1934 by the Controllers' Congress, N.R.D.G.A.



visions on book production and book distribution generally? Where are we to find an accurate and complete answer to those questions?

Such an answer is *not* to be found in a recent adroit publicity release by Channing E Sweitzer, Managing Director of the National Retail Dry Goods Association, nor in the Federal Reserve Bank figures which Mr. Sweitzer quotes. Mr. Sweitzer should know that the Federal Reserve Bank figures for book and magazine departments quoted by him are drawn exclusively from nine reporting department stores in the New York Federal Reserve district, presumably including those stores which before the approval of our Code were making liberal use of books as loss leaders. Unfortunately, I am not able to reveal the identity of the stores reporting on book sales, but I suggest that their identity be ascertained by a representative of your Board so that you may discover whether they reflect almost exclusively the effect of the Code on book sales of price cutting department stores or book sales generally. To my knowledge the Federal Reserve Bank figures do not include the book and magazine departments of at least three important department stores in the New York Federal Reserve district which do not use books as loss leaders. I am reliably informed that there has been an improvement in the book sales in one of those stores. I am reliably informed that in another sales in the book and magazine department were for 1934 16.8% in excess of the year 1933. I have no data for the third store. In a letter to me on December 14, 1934, Mr. Sweitzer wrote, "I admit that no complete survey of all types of bookselling stores was made prior to the issuance of this statement."

Nor is the complete answer to be found in the report of book sales for each month of 1934 in comparison with the corresponding months of 1933 by 277 booksellers—representing the first batch of returns to a questionnaire sent in late December to several hundred booksellers throughout the United States including New York. The trend is at marked variance with the trend reported in the release of the National Retail Dry Goods Association. These figures are on file at the office of the National Booksellers Code Authority.

The real question to be answered is, "Has the total distribution of books been increased

or temporarily decreased as a result of the price provisions of the Code." Without an exhaustive survey of ALL retail book outlets, requiring much more time and money than is at our disposal, it is impossible to answer that question on the basis of incomplete bookseller's figures. The most authoritative available answer is the report of the first thirty-one trade book publishers who have answered a questionnaire sent in late December to the forty-seven important trade book publishers as to the percentage of increase or decrease in their book sales for each month of 1934 in comparison with the corresponding months of 1933 and the increase or decrease in their sales for the year 1934 in comparison with the year 1933. The yearly figures show the following changes in 1934. Each publisher is designated by a letter of the alphabet.

A	4.0% decrease	N	21.0% increase
Ax	.004% increase	O	21.2% increase
B	2.8% increase	P	24.3% increase
Bx	4.9% increase	Q	25.0% increase
C	5.0% increase	R	27.5% increase
D	7.0% increase	S	29.19% increase
E	8.5% increase	T	32.0% increase
F	11.0% increase	U	32.4% increase
G	13.0% increase		(11 months)
H	14.0% increase	V	42.4% increase
Hx	14.5% increase	Vx	48.2% increase
I	14.57% increase	W	47.0% increase
J	14.8% increase	X	55.0% increase
Jx	15.0% increase	Y	55.8% increase
K	17.0% increase	Z	72.5% increase
L	19.19% increase	Zl	180.0% increase
M	20.8% increase		

These figures in detail are submitted herewith and may be verified at the office of the National Association of Book Publishers by any governmental representative. Additional figures may have been received since this compilation.

These figures establish beyond a shadow of a doubt the fact that the price provisions in the Booksellers Code have increased book distribution, an increase which in the judgment of the National Booksellers Code Authority and the vast majority of booksellers and publishers can only be maintained and exceeded if the price provisions of the Booksellers Code are retained.

Unlike many other Codes, compliance has been general, and the few cases of non-compliance have apparently been due to mis-



understandings which, when cleared up, have brought full and complete compliance. New capital has been attracted to the business, new expansion has taken place with resulting increased employment and release of funds. There has been no increase in price ranges or change in discount ranges by the publishers, even though they have had to meet substantially increased manufacturing costs. Those who are seriously disturbed by the Code are the department stores which have lost a part of one of their most effective loss leaders. I say part advisedly, because I submit here in evidence advertisements by four New York department stores within the last week offering books without the six months' price protection period at prices in many cases at the lowest permitted by the Retail Code, i.e., ten percent above wholesale invoice cost less discounts. I submit these advertisements merely as an indication of the fact that books

are still ideal loss leaders, and if the price provisions of the Booksellers Code are removed any independent bookseller might with reason shut up shop and go on the relief rolls. Inevitably without this price provision many booksellers will be driven out of business, employment and wages will be reduced in book manufacturing establishments as well as in bookselling establishments, and more outlets, the one hope of cheaper book prices for all consumers, will be eliminated.

We believe the facts herewith submitted are eloquent argument for the continuation of the price provisions of the Booksellers Code—provisions which are peculiar to our trade and to our Code—provisions of extremely limited duration on any one book and which we estimate are applicable to less than 5% of the book titles in print. We urge you, we beseech you, not to eliminate the price provisions of our Code.

*Prosperity Notes*

LITTLE, BROWN REPORTS that an order for 1000 copies of "Good-bye, Mr. Chips" received at noon the day before Christmas indicates that the sale for that little book will continue steadily after the holiday season. In the less than two months since "Pitcairn's Island" was published, 26,880 copies have been sold. In the same period of time, 4,589 copies of "Men Against the Sea" and 5,658 copies of "Mutiny on the Bounty" have been sold. This last figure is 2000 copies greater than the sale of "Mutiny on the Bounty" during the same period in 1933.

❖ ❖

Simon & Schuster sold more than 7,000 copies of "The Victor Book of the Symphony" during the first three weeks following publication.

❖ ❖

10,000 sets of the first two volumes of "R. E. Lee," at \$7.50 the set, have been sold since publication, Scribner reports.

❖ ❖

Second printings, totaling 8,000 copies, have been ordered within three weeks of publication of two Lothrop, Lee & Shepard juveniles, "The Book of Puppets" and "Then and Now."

❖ ❖

From the Wednesday after Christmas until the following Monday Covici, Friede received orders for 1,918 copies of "The Coming Struggle for Power." The first order for the Rockwell Kent "Canterbury Tales" to be received after Christmas was for 50 copies.

❖ ❖

Harpers received orders for 2,500 copies of Thornton Wilder's "Heaven Is My Destination" on Monday, January 7th.

❖ ❖

The National Association of Credit Men reports through its official magazine, *Credit and Financial Management*, that in December, 1934, thirty-three cities reported sales as "Good," compared with only eight reporting "Good" sales in 1933.

❖ ❖

From the same source we learn that \$84,000,000 of impounded money is to be released in Detroit this month, which should be cheering news to the Detroit booksellers who have put up a brave battle against almost overwhelming conditions.



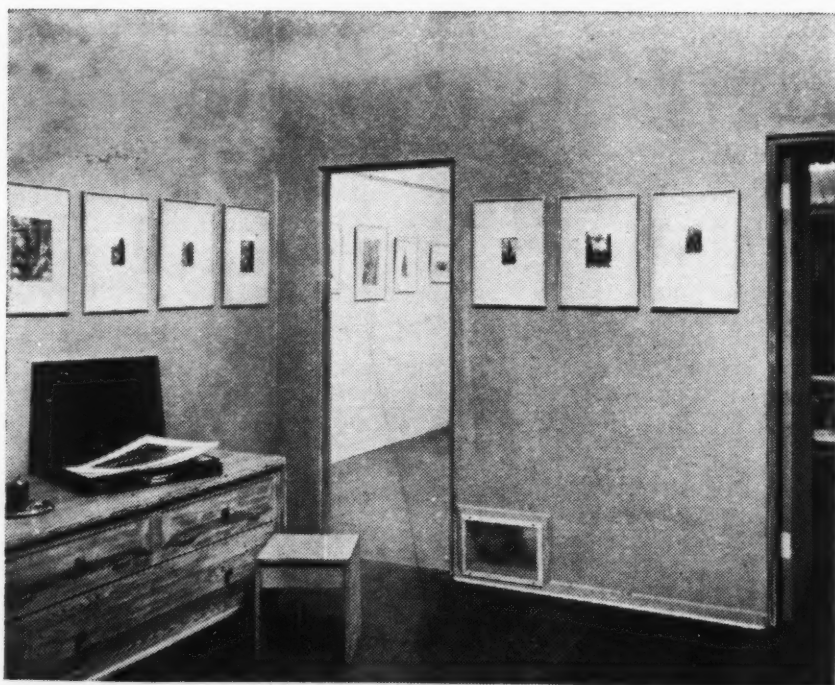
*The exterior of Jake Zeitlin's new bookstore in Los Angeles, designed by Lloyd Wright. Interior pictures will be found on the two following pages*

*Among the Bookshops*

MORE THAN 500 PEOPLE attended the formal opening of Jake Zeitlin's new bookstore at 614 West Sixth Street, Los Angeles, on the evening of December 15th. Paul Jordan-Smith, book editor of the *Los Angeles Times*, Robert Ernest Cowan and others spoke and messages of congratulation were read from such people as Robinson Jeffers, A. Edward Newton, and Hamlin Garland. The shop, pictures of which are shown on this and following pages, was designed by Lloyd Wright. It will feature a print gallery in charge of Howard Moorepark. Mr. Zeitlin will confine his attention exclusively to his specialty of rare books and incunabula. His new associate, P. Alfred Leonard, will act as business manager; outside sales will be directed by Donald Burleson, and the new book section by Florence Cunningham, formerly proprietor of the Biltmore Bookshop in Los Angeles. Lawrence Clark Powell is secretary.

❖ ❖

Herbert Jones, of Jones Book Store in Portland, Maine, has had great success with "Shipmates" by Isabel Hopestill Carter, the first publication of the new publisher, Wil-



*This print room in Jake Zeitlin's new shop is under the direction of Howard Moorepark*

liam R. Scott. Starting out with a handful of copies of the book and a personal acquaintance with the author, who is now living in Portland, Mr. Jones staged an autograph party which was given a good deal of space in the Portland papers. In the two weeks before Christmas he sold 80 copies, and his reorder the Friday after Christmas used up the rest of the first edition.

✻ ✻

The Engineers Book Shop, 227 Park Avenue, New York City, has been appointed agent for E. & F. N. Spon, Ltd., of London, and will in the coming year carry sufficient stock to supply the American market.

### *News from Publishers*

LOTHROP, LEE & SHEPARD plan an important addition to the practical literature of cookery on February 18th with the publication of "Alice Foote MacDougall's Cook Book." Mrs. MacDougall is the operator of a successful chain of restaurants in New York.

✻ ✻

Will Durant has delivered to Simon & Schuster the manuscript of the first volume of his life work, "The Story of Civilization." This first volume, more than 500,000 words in length, is subtitled "Our Oriental Heritage" and is a history of the East from the beginning of recorded time to the present. It will be published in May. Dr. Durant

has been working on this project for 20 years and estimates that the fourth and final volume will not be complete until 1955.

✻ ✻

Bill Weber of Scribner's tells us that the publication of "The Copeland Translations," selected and edited by Charles Townsend Copeland, Harvard's famous "Copey," has led to such an increase in sales in "The Copeland Reader," published in 1926 at \$10, that a new edition, the fourth, has been put on the press. The third edition was almost entirely out of stock by Christmas.

✻ ✻

In connection with the award of the 1933 Nobel Peace Prize to Sir Norman Angell, we unfortunately omitted to list one of his books, "The Public Mind," published by Dutton, and his "The Money Game," a card game explaining the subject of money, also published by Dutton. Stokes reports that there is still on hand a limited supply of the first world edition of "The Story of Money," which was published in 1929 at \$5. Stokes will close out the edition at the regular trade price. This book was recently issued by Garden City Publishing Co. at \$1 and has had a wide sale.

✻ ✻

Dutton is issuing a special \$1 edition of Pirandello's most popular novel "The Outcast" for the circulating library trade on January 12th. Pirandello is at work on a new novel, but his "Theatre Memoirs" will be published first.

✻ ✻

The first three titles in the new list of popular fiction to be published by John H. Hopkins & Son will be "Want-Ad Heiress" by Rob Eden (March), "Tango" by Vida Hurst (April) and "Too Wise to Marry" by Alma Sioux Scarberry (May). Irving Hopkins, who is the "Son" in John H. Hopkins & Son, told a representative of the *Publishers' Weekly* this week that in his travels as



a publishers' representative he had discovered a steady demand for light love romances with a popular appeal. John H. Hopkins & Son plan to publish one title of this type each month. They will at the same time continue to act as publishers' representatives for Willett, Clark & Co., the House of Usher, the Consolidated Book Company, the Follett Publishing Company and the Orthovis Company, and the new house of Robert Speller, Inc., which is bringing out its first list this spring. George J. McLeod will be the Canadian representative for John H. Hopkins & Son and Robert Speller, Inc., publications.

❖ ❖

Harcourt attributes the impressive sales record of John O'Hara's "Appointment in Samarra" during the past few weeks, in part at least, to Ernest Hemingway's enthusiastic endorsement of the book in *Esquire*.

❖ ❖

Methuen & Company, London publishers, announce the election of two new directors, J. W. Roberts and J. A. White.

❖ ❖

Frederick Coy Kendall, President of the Columbia University Press was re-elected

chairman of the Trustees of Columbia University on January 8th.

❖ ❖

Harold W. McGraw, vice-president of the McGraw-Hill Publishing Company was unanimously re-elected president of the West Side Association of Commerce, Inc., on January 8th.

❖ ❖

John Carter, of Scribner's London office, author with Graham Pollard of the sensational "An Inquiry Into the Nature of Certain Nineteenth Century Pamphlets" arrived in New York on the *Franconia* on January 8th.

❖ ❖

The good ship *Joseph Conrad*, full rigger owned by Alan Villiers, dragged its anchor in a sixty-mile gale on its first day in New York harbor and went ashore off Brooklyn. No serious harm has been done to the hull, and the salvage boats will escort it to the repair docks where it will be put in readiness for the continuation of its around-the-world cruise. It is expected that the figure-head of Joseph Conrad, carved by Bruce Rogers, will be put on before it sails.



A photograph of the very attractive interior of Jake Zeitlin's store. Note the unusual mezzanine

### Authors and Others

MATTHEW WOLL's new book on "Labor, Industry and Government" is to be published by D. Appleton-Century Company on January 15th. Mr. Woll is the vice-president of the American Federation of Labor and next to its president, William Green, the Federation's best-known spokesman. Because of Mr. Woll's long connection with the printing and engraving branches of the industry and his contact with publishers on book manufacturing and copyright matters, the book will be of special interest to the trade as well as to all interested in the American labor movement and its program at this critical time.

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Harry Hansen's "First Reader" in the New York *World-Telegram* is now flanked by Heywood Broun and Westbrook Pegler on the Page Opposite Editorial, making a "page opp." that approaches in distinction the famous page on the old *World*. "Book Marks" by Carolyn Marx and publishers' advertising also appear on this page.

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Mr. Hansen's radio book program, a regular feature of the Woman's Radio Review Hour ever Monday over WEA and the red network of the National Broadcasting Company, has been changed in time to from 4 to 4:30 o'clock instead of 3:30 to 4.

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Beginning with the February issue *Current History* will carry a special survey of recent books, written by John Chamberlain, book editor of the New York *Times*.

\*\*\*

M. Elizabeth Rodhouse Creglow has taken over from Richard G. Badger the copyright and stock of her "The Fairy Phlox and Other Verses." Copies may be secured at \$1 each from the author, 1933 Calvert Street, N.W., Washington, D. C.

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A new book review section starts in the February number of the *Atlantic Monthly* to be called "Reading for Executives." It will deal with books on business and economics and include new books of primary interest to business or industrial leaders. It will be prepared for the *Atlantic* by the Harvard Graduate School of Business Administration.

George Oppenheimer, former partner of the Viking Press, writes us from Hollywood that, although he left Samuel Goldwyn on January first, he is by no means leaving Hollywood. He believes there is a more productive field for him in writing rather than in being an executive, and he is going to freelance at other studios where he can write his own stories instead of listening to other people's stories.

\*\*\*

Houghton Mifflin will introduce to the American public this spring Robert Francis who recently won the Prix Femina. The prize was given to the second and third volumes of the series of novels "L'Histoire d'une Famille sous la Troisième République." These two volumes, "La Maison de Verre" and "Le Bateau Refuge," though they were issued by different French publishers, are together titled "La Chute de la Maison de Verre," and the prize was awarded to "La Chute de la Maison de Verre." Houghton will publish the first book, "La Grange Aux Trois Belles," under the title "The Wolf at the Door," translated by Françoise Delisle. Robert Francis is the pseudonym of a young French engineer, born in Paris and brought up on a farm near Amiens. He is now at work on the fourth volume, called "Les Maries de Parin." The series promises to turn the tide from post-War realism.

\*\*\*

Genêt, in his Paris Letter to the *New Yorker* in the January 5th issue, says that "The purely honorary journalists' award, the Prix Théophraste Renaudot, given to 'Blanc,' a book by Louis Francis instead of to Louis Aragon's 'Les Cloches de Bâle,' is the journalists' first error. The Interallié (book prize) gained significance this year by being given to the rough, violent, tragic novel 'Anny' by Marc Bernard, formerly a factory hand at the Renault auto works."

\*\*\*

The New York *Daily Mirror*, a tabloid, has inaugurated a plan whereby one book will be chosen each month as the "Book of the Mirror." The judges will be Emile Gauvreau, editor of the *Mirror*, and Charles A. Wagner, literary editor of the *Mirror*. The selection will be made on the 1st of each month, when the book will be reviewed and a certain amount of special publicity given the author. The first selection of the judges was "Jesus" for January. The author is



Edmund Fleg, and Dutton is the publisher. This plan is similar to that announced by the New York *American* and certain other Hearst papers which will make their first selection of a book of the month on January 17th. This date was erroneously given in the *Publishers' Weekly* last week as January 15th.

### Travelers' Notes

EFFECTIVE JANUARY 1ST, Carl J. Smalley will cover the Western territory for E. P. Dutton & Co. Mr. Smalley will take over all of the former territory of Charles G. Giffin with the exception of Pittsburgh, Detroit, Chicago, Minneapolis, St. Paul and a few other cities east of Denver. Mr. Smalley will also represent Dutton in the same territory he has been covering for the past two years.



Alexander M. Macmillan, who was for several years sales manager for the Henry Altamus Company, has been made sales manager of the Illustrated Editions Co., Inc., publishers of Three Sirens Press books and "De Luxe" sets. Mr. Macmillan himself will cover the high spots in the territory between New York and St. Louis. He will continue to represent the Henry Altamus Company in the principal cities of the East and West.

### New Shops

*Allentown, Pa.*—The Buchman Book Store has been opened at 920 Hamilton Street. The store is owned and managed by Florence E. S. Buchman, who for twelve years assisted her husband, former owner of the A. & B. Art and Book Shop in Allentown. The shop will carry a general line of books, specializing in books on current events and economics.

*Jackson, O.*—Mrs. Dwight Jones has recently started a rental library at 64 Portsmouth Street.

*Shaker Heights, O.*—The Hanna Book Shop at 3479 Lee Road, at Kuisman, which was opened early in December, will carry general books, juveniles and operate a rental library.

### Closed Shops

*Mt. Kisco, N. Y.*—The Kelbie Bookshop, at 239 Main Street, was closed on January 1st. A sale of the entire stock will be held until January 14th.

*Peru, Ind.*—The West and Stevens Book Store is disposing of its stock preparatory to closing the shop.

### Changes in Address

*New York City*—The Kane Sales Service has moved from 17 East 42nd Street to 11 West 42nd Street.

*Roanoke, Va.*—The Roanoke Book and Stationery Company will move on February 1st from 15 W. Campbell Ave. to 211-13 First Street, S.W.

### Change in Management

*San Diego, Calif.*—Margaret Brinton, who for six years has operated a bookshop under the name of Margaret Brinton's Bookshelf, at 3781 Fifth Ave., has sold the shop to Dorothy Warner who will run it under her own name.

### Catalogs Requested

*Boston, Mass.*—Edward T. Hall of Fellowcrafters, Inc., at 18 Beacon Street, requests catalogs and announcements, and is especially interested in art and craft books.

*Omena, Michigan*—W. H. Solle, of Solle's Bookshop, requests publishers' catalogs and announcements.

*Philadelphia, Pa.*—Irving J. Lavinsky of the Jefferson Book Shop at 1016 Walnut Street requests publishers' catalogs.



The firm of Globe Photos announces that it is now the exclusive representative for Harris & Ewing of Washington, D. C., for the metropolitan district. The entire Harris & Ewing file from Wide World has been moved to 242 West 55th Street, N. Y. C.

### Changes in Price

ALFRED A. KNOPE, INC.

The price of Jules Romain's "The Proud and the Meek" will be increased from \$2.50 to \$3 on March 1st.

THE TELEGRAPH PRESS

(Harrisburg, Pa.)

The price of "Thaddeus Stevens" by Thomas Frederick Woodley has been increased from \$3 to \$4.

HARPER & BROS.

(Religious Book Dept.)

The price of "Word Pictures in the New Testament" by A. T. Robertson has been reduced from \$3.50 per volume or \$18 for the set, to \$2.50 per volume or \$14.50 for the set.



## Obituary Notes

### RICHARD B. SHEPARD

RICHARD B. SHEPARD, proprietor for 34 years of the Shepard Book Company in Salt Lake City, died on December 25th at the age of 80. Mr. Shepard was educated in Indiana for the legal profession. He practiced for a good many years and served as city attorney for Anthony, Kans., from 1879 to 1881, and as county attorney for Harper County, Kans., from 1882 to 1883. Mr. Shepard came to Utah in 1890 and practiced there until 1903. He opened the bookstore in 1901, specializing in rare books and western books in general, becoming well known in the book world as an authority. He also published several well-known western books. Elbert Hubbard wrote a "Little Journey" to the Shepard Book Store and its proprietor. His wife, who has been very active in the store, will continue to run the business.

### GEORGE P. BAKER

DR. GEORGE PIERCE BAKER, for 36 years professor of drama at Harvard and for 8 years at Yale, and creator of the "Forty-Seven Workshop," died at Cambridge on January 6th at the age of 68. Dr. Baker was graduated from Harvard in 1887 and the following year became an English instructor at his alma mater. The Workshop, which did not materialize as an entity until 1912, was a development of a course known as English 47 dealing with contemporary English drama and taught by Dr. Baker during the latter part of the 19th century. At the close of the term, each student was required to submit an original play instead of the conventional thesis. The list of celebrities turned out under his tutelage includes Eugene O'Neill, Lee Simonson, Philip Barry, Heywood Broun, Robert Benchley, Witter Bynner, John Mason Brown, Robert Edmond Jones, Percy MacKaye, Dorothy Sands. He was Hyde lecturer at the Sorbonne, Paris, in 1907 and 1908, and was the author of "Development of Shakespeare as a Dramatist," "Dramatic Technique," "Pilgrim Spirit," a pageant, and other books. He resigned from Yale in 1933, and was succeeded by Walter Prichard Eaton, a former pupil.

### CECIL ALDIN

CECIL C. W. ALDIN, noted British animal painter and author, died in London on January 6th at the age of 64. Mr. Aldin became known when he did the illustrations for Kipling's Jungle Stories which ran in *The Pall Mall Budget* in London in 1894 and 1895 when he was twenty-four years of age. Since then he had illustrated such books as Dicken's "Pickwick Papers" and had written a number of books himself which he also illustrated. His books include "The Romance of the Road," "Ratcatcher to Scarlet," "Dogs of Character," "An Artist's Models," "Who's Who at the Zoo," "Scarlet to M. F. H.," and his autobiography "Time I Was Dead" which was published last month.

### LEWIS STEPHEN PILCHER

DR. LEWIS STEPHEN PILCHER, scholar and editor for half a century of the oldest surgical journal in the United States, *The Annals of Surgery*, died on December 24th at the age of 89. In 1884 he became editor of the journal, which was started in 1884 and acquired in 1897 by Lippincott.

### Bible Code Group Approved

THE CODE AUTHORITY of the Bible Publishing Division of the Book Publishing Industry has been approved by the National Industrial Recovery Board. Its members are William K. Holman, A. J. Holman & Co.; W. R. Kohr, Thomas Nelson & Sons; Charles F. Kindt, The John C. Winston Co.; R. M. Pott, James Pott & Co.; Wilbur M. Thomas, National Publishing Co., and W. G. Roerich, Oxford University Press.

### Book Design Course

ROBERT JOSEPHY is giving a course in the Extension Division of Columbia University beginning February 7th. The course, similar to that Mr. Josephy has given in private classes for several years, will be on the subject, "Book Design and Production." It will be held Thursdays at 7:30 in Room 105, Low Memorial Building, and will last about two hours. The fee for the course of 15 weeks will be \$17. The course is designed for men and women in publishing and printing offices and libraries, and will cover the planning and production of a book from the aesthetic, technical and economic viewpoint.

# Market News

## *The December Best Sellers*

### FICTION

1. GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25  
Steadily gaining in popularity for the past few months, Mr. C. in the Christmas season carried off the all-fiction honors, with 34 of the 90 stores sending us their reports listing it in top place. There were only 6 stores out of 90 that did not list it at all. Movie rights sold to M.G.M. A best seller at 80 out of 90 stores sending us their December reports.
2. SO RED THE ROSE, by Stark Young. *Scribner*, \$2.50  
This is the only new title on the fiction list. Sixteen stores in all section of the country told us it was their leading fiction title during the past month, listed by 73 in all. Viking has had five printings in five weeks, totalling 200,000.
3. THE FORTY DAYS OF MUSA DAGH, by Franz Werfel. *Viking Press*, \$3  
The leader at 8 stores, a best seller at 69 sending us their reports.
4. MARY PETERS, by Mary Ellen Chase. *Macmillan*, \$2.50  
Six stores told us it was their December leader—it was a best seller in 58. 36,000 copies have been sold Morrow tells us, and it's in its 11th printing totalling 55,000.
5. LOST HORIZON, by James Hilton. *Morrow*, \$2.50  
Was sixth last month also. December leader at such widely separated stores as Newbegin's in San Francisco and Preston & Rounds in Providence.
6. PITCAIRN'S ISLAND, by Charles Nordhoff and James Norman Hall. *Little, Brown*, \$2.50  
In seventh place in November. 37 stores told us it was a best seller.
7. LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50  
Christmas sales brought this stand-by up from its November ninth place.
8. ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3  
Reported by 33 stores in all sections of the country.
9. THE FOLKS, by Ruth Suckow. *Farrar & Rinehart*, \$3  
Listed by 27 stores sending us their reports of December best sellers.
10. LUST FOR LIFE, by Irving Stone. *Longmans, Green*, \$2.50

### NON-FICTION

1. WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75  
Of the 90 stores sending us their December best seller reports, 40 put this in top place.
2. WINE FROM THESE GRAPES, by Edna St. Vincent Millay. *Harper*, \$2  
Up from fourth place in November. The leader at 9 stores, listed by 63.
3. FORTY-TWO YEARS IN THE WHITE HOUSE, by Ike Hoover. *Houghton Mifflin*, \$3.50  
Third also in November. Appeared on the lists of 59 out of 90 stores.
4. EXPERIMENT IN AUTOBIOGRAPHY, by H. G. Wells. *Macmillan*, \$4  
Fred Harvey, Kansas City; Studio Bookshop, Birmingham; Smith & Butterfield, Evansville; Osborne's, Santa Barbara; and Doubleday, Doran, Detroit told us it outsold all other non-fiction during December.
5. AMERICA'S TRAGEDY, by James Truslow Adams. *Scribner*, \$3  
Was fifth in November also. A best seller at 36 stores sending us their lists.
6. HALF MILE DOWN, by William Beebe. *Harcourt, Brace*, \$5  
The first of four titles new to the Best Seller List. December leader at Loeser's, Brooklyn; Brentano's, Chicago; and Newbegin's, San Francisco.
7. R. E. LEE, by Douglas S. Freeman. *Scribner*, \$7.50  
New to the national list this month, though it has been a favorite since publication. It outsold all other non-fiction at Woodward & Lothrop, Washington; Scribner's, N. Y.; and Kroch's, Chicago.
8. WHY NOT TRY GOD? by Mary Pickford. *Kinsey*, \$1  
The third new title of the month. Pillot's in Houston and Sheehan's in Detroit tell us it was their best seller.
9. CANTERBURY TALES, ill. by Rockwell Kent. *Covici, Friede*, \$3.75  
Also new to our monthly Best Seller List. Reported by 28 stores.
10. CITY EDITOR, by Stanley Walker. *Stokes*, \$3  
Twenty stores told us this was one of their December best sellers. 8th printing.

## Market News

### *Juvenile Best Sellers in December*

1. INVINCIBLE LOUISA, by Cornelia Meigs. *Little, Brown*, \$2
2. MIDGET AND BRIDGET, by Berta and Elmer Hader. *Macmillan*, \$2
3. MARY POPPINS, by P. L. Travers. *Reynal & Hitchcock*, \$1.50
4. MIKI AND MARY, by Maud and Miska Peter-sham. *Viking Press*, \$2.50
5. MICKEY MOUSE WADDLE BOOK. *Blue Ribbon Books*, \$1
6. WIND IN THE CHIMNEY, by Cornelia Meigs. *Macmillan*, \$2
7. AWAY GOES SALLY, by Elizabeth Coatsworth. *Macmillan*, \$2
8. HO-MING, GIRL OF NEW CHINA, by Elizabeth F. Lewis. *Winston*, \$2

Of the 62 stores sending us their lists of best selling juveniles, 25 listed "Louisa" and it was first on six lists. It's up from fourth place in November.

Three stores told us it was their juvenile leader and it appeared on 26 lists.

Recently published this became immediately a leading best seller for children and a near best seller for adults. It was the juvenile leader at nine large stores sending us their reports and listed by 9 others. One of two titles new to this list.

Reported by 21 stores and the best seller at four of them.

Leader at five stores sending us their December best seller lists.

Juvenile best seller at J. K. Gill, Portland, Ore.; Wanamaker's, Philadelphia; The Book Shop, Harrisburg. Was sixth in November also.

Also seventh in November. Leader at Personal Book Shop, Boston.

The second new title this month. It outsold all other juveniles at Gimbel's in Philadelphia and Abraham & Straus in Brooklyn.

### *One Month from Now—A Forecast*

- FORGET IF YOU CAN, by John Erskine. *Bobbs-Merrill*, \$2.50
- THE PRIMROSE PATH, by Ogden Nash. *Simon & Schuster*, \$2
- SHIPS, by Hendrik W. Van Loon. *Simon & Schuster*, \$3
- LOOSE AMONG DEVILS, by Gordon Sinclair. *Farrar & Rinehart*, \$2.50
- THAT FELLOW PERCEVAL, by Anne Green. *Dutton*, \$2.50
- THE ROYAL WAY, by André Malraux. *Smith & Haas*, \$2.50

Feb. 14. A story of sophisticated society people. His last was "Bachelor of Arts."

Feb. 14. A Valentine special. Has a tricky window card with a drawing by Soglow.

Feb. 15. The book will have a jacket similar to the one on his "Geography." There'll be a window card and probably circulars for imprint.

Feb. 18. Record of a traveler who discovers the racy and exotic—even in Devil's Island.

Feb. 18. Her best since "The Selbys," Dutton tells us. It has her usual setting—Americans in Paris.

Feb. 18. Author of the splendidly reviewed "Man's Fate." The first volume of a tetralogy, its scene is the Siamese jungle.

### *Out This Week*

- DESTINY'S MAN, by T. F. Tweed. *Farrar & Rinehart*, \$2.50
- DON SEGUNDO SOMBRA, by Ricardo Guiraldes. *Farrar & Rinehart*, \$2.50
- HEAVEN HIGH, HELL DEEP, by Norman Archibald. *Boni*, \$2.50
- JOSHUA TODD, by Fulton Oursler. *Farrar & Rinehart*, \$2.50
- MELISSA STARKE, by Annulet Andrews. *Dutton*, \$2.50
- WHAT OF TOMORROW? by Ogden L. Mills. *Macmillan*, \$2

Another "prophetic" novel by the author of "Gabriel Over the White House."

The Argentinian classic—a story of the prairies, the cowmen, the animals.

An American aviator's simple narrative of his war experiences. Accompanied by the largest crop of raves 1935 has yet seen.

A long novel of one man's life and loves in modern America.

A novel of the post-war South, with a heroine who gets away from it all and makes a name for herself as a feature writer. It's a Dutton guaranteed novel and will be well advertised.

The Republican leader speaks out about the New Deal.



# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

<b>Ar:</b> Fine Arts	<b>Dr:</b> Drama	<b>Hi:</b> History	<b>Po:</b> Poetry	<b>Sp:</b> Sports
<b>Bi:</b> Biography	<b>Ec:</b> Economics	<b>Ju:</b> Juveniles	<b>Re:</b> Religion	<b>Tr:</b> Travel
<b>Bu:</b> Business	<b>Fi:</b> Fiction	<b>Mu:</b> Music	<b>Sc:</b> Science	

## Abernethy, Arthur Talmage

A royal southern family; a biographical novel of facts. 144p. front. D [c. '34] Nashville, Parthenon Press 1.00

## Andrews, Annulet

Melissa Starke. 317p. D c. N. Y., Dutton 2.50  
A romance laid in Georgia during the transitional years following the Civil War.

## Archibald, Norman

Heaven high, hell deep 1917-1918. 350p. il. O c. N. Y., Boni 2.50  
A vivid record of an American aviator's experiences during the World War.

## Baer, Warren

The Duke of Sacramento; a comedy in four acts, reprinted from the rare ed. of 1856; il. by Arvilla Parker [lim. ed.]. 77p. il. (col.) O (Third ser. of rare Americana) '34 c. San Francisco, Grabhorn Press bds., 4.00, sold in set only  
With a sketch of the early San Francisco stage by Jane Bissell Grabhorn.

## Barclay, Wilson

The seventh man. 308p. D '35 N. Y., Dial Press 2.00  
A mystery thriller about a powerful gang of London society crooks.

## Bible

The layman's New Testament; being the Rheims text as first revised by Bishop Challoner; ed. by Father Hugh Pope [rev. ed.]. 942p. maps D '34 N. Y., Sheed & Ward 1.50

## Bourne, Alfred

Nina. 313p. D [c. '35] N. Y., Vanguard 2.00  
From the moment three men watched her dive one sunny afternoon in the West Indies, Nina's life was destined to change vitally.

## Breck, Sarah H.

Wankey. 42p. il. D '34 Phil., Dorrance 1.00

## Brigham, Albert Perry and McFarlane, Charles T.

The new world; Philadelphia ed. 414p. (bibls.) il. (pt. col.), maps (pt. col.), diagrs. O (Our world and ourselves) [c. '33, '34] N. Y., Amer. B'k 1.44

## Brueckner, Leo John, and others

Mathematics; 2 v. in 1. 550p. il. (pt. col.), diagrs. D [c. '31, '34] Phil., Winston 1.40

## Buchanan, Daniel Houston

The development of capitalistic enterprise in India. 506p. (bibl. footnotes) O (Bur. of Internat'l Research, Harvard Univ. and Radcliffe Coll. pub'n) '34 c. N. Y., Macmillan 5.00  
A study of India's economic change and growth of capitalistic enterprise, by a professor of economics at Fisk University.

**Columbia poetry, 1934; introd. by Mark Van Po Doren.** 77p. D '34 c. N. Y., [Columbia Univ. Press] pap., 1.50

## Coontz, Robert E.

The anecdotes of an admiral. 123p. D '34 Phil., Dorrance 1.75

## Corkum, Alexander C.

Reflections in rhythm. 145p. D (Contemporary poets no. 129) '34 Phil., Dorrance 1.75

## Denbo, Anna Margaret

Sunshine and shadows. 242p. D '34 Phil., Dorrance 1.50

## Denham, William Ernest

New Testament studies. 125p. D (Training course for Sunday school workers) [c. '34] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40

## Dineh Bi'kis, pseud.

The upward trail. 372p. D '34 Grand Rapids, Mich., W. B. Eerdmans 2.00

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20cm.); S (16 mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

**Dryden, John** **Po**  
Poems. 311p. (3p. bibl.) S (Everyman's lib. v. no. 910) ['35] N. Y., Dutton flex. cl., .90

**Dumas, Alexandre**  
Nouvelles aventures de d'Artagnan; ed. by E. B. De Sanzé. 255p. il. S [c. '35] N. Y., Holt .92

**Emeny, Brooks**  
The strategy of raw materials; a study of America in peace and war. 216p. (7p. bibl.) maps, diagrs. O '34 c. N. Y., Macmillan 3.00  
A study of the strategic raw material position of the United States in contrast to that of the other industrialized powers.

**Evans, William, D.D.** **Re**  
From the upper room to the empty tomb. 294p. D '34 Grand Rapids, Mich., W. B. Eerdmans 2.00

**Faris, John T.** **Bi-Re**  
Against head winds. 127p. D '34 Grand Rapids, Mich., W. B. Eerdmans 1.00

**Fielding, Rev. James K.**  
The resurrection of a nation [Irish question]. 200p. D [c. '34] Chic., Mayer & Miller Co., 525 S. Dearborn St. 2.00

**Fitzsimmons, Cortland** **Fi**  
Crimson ice; a hockey mystery. 292p. D c. N. Y., Stokes 2.00  
A detective story that begins with the murder of Gaston Lemaire, one of the players in a hockey game at the Boston Hockey Arena.

**Fox, Dixon Ryan, ed.** **Hi**  
Sources of culture in the Middle West; backgrounds versus frontier. 110p. (bibl.) O (Appleton-Century historical essays) [c. '34] N. Y., Appleton-Century 1.00  
Four addresses on the origins and development of culture in the Middle West which were originally de-

livered at the 1933 annual meeting of the American Historical Association.

**Gilby, Thomas**  
Poetic experience; an introduction to Thomist aesthetic. 114p. (bibl. notes) diagrs. D (Essays in order, no. 13) '34 N. Y., Sheed & Ward 1.00

**Glody, Robert** **Bi-Re**  
A shepherd of the far North; the story of William Francis Walsh (1900-1930). 251p. il. D [c. '34] San Francisco, Harr Wagner 2.50  
A biography of a Catholic priest from California who died at the age of thirty in an airplane accident in Alaska where he was engaged in missionary work.

**Graham, William Creighton** **Re**  
The prophets and Israel's culture. 132p. (11p. bibl.) D (Univ. of Chic. pub'ns in religious educ., handb'ks of ethics and religion) [c. '34] Chic., Univ. of Chic. Press 1.50  
A study of the prophets from the point of view of cultural and social behavior, against the background of the world as a whole, by a professor of Old Testament language and literature in the University of Chicago.

**Güiraldes, Ricardo** **★ Fi**  
Don Segundo Sombra; shadows on the pampas; tr. from the Spanish by Harriet de Onís; introd. by Waldo Frank. 281p. il. D [c. '35] N. Y., Farrar & Rinehart 2.50  
The story of a gaucho of the Argentine prairies as told by an urchin whom he befriended and raised to the saddle.

**Haydon, Albert Eustace, ed.** **Re**  
Modern trends in world-religions. 269p. O (Haskell lectures in comparative religion) [c. '34] Chic., Univ. of Chic. Press 2.50  
Articles that discuss the dominant forces which are today influencing and changing six great religions—Buddhism, Islam, Hinduism, Confucianism, Judaism and Christianity.

**Arlitt, Dr. Ada Hart, comp.**  
The parents' bookshelf; a list of books for study groups; 4th ed., rev. 8p. nar. O '34 Chic., Amer. Lib. Ass'n pap., apply

**Beers, G. Pitt**  
Beginning the Christian life; an outline course for pastors in leading young people to Christ and into church membership. 20p. (bibl.) D [n.d.] Phil., Amer. Bapt. Pub'n Soc. pap., .15

**[Bennett, M. K. and Farnsworth, Helen C.]**  
The world wheat situation, 1933-34; a review of the crop year. 70p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 11, no. 4) '34 c. Stanford Univ., Cal., Food Research Inst. 1.50; pap., 1.00

**Breen, Mary J.**  
Partners in play; recreation for young men and women together. 139p. (bibl.) O [c. '34] N. Y., Nat'l Recreation Ass'n pap., .75

**Brown, W. Norman**  
A descriptive and illustrated catalogue of miniature paintings of the Jaina Kalpasutra, as executed in the early western Indian style. 66p. (bibl.) il. F (Oriental studies, no. 2; pub'n no. 3252) '34 Wash., D. C., Smithsonian Inst. 1.50; pap., 1.00

**Carter, Susan and Williams, Eda Carter**  
A joke on the sun; a marionette play in four scenes. 15p. D (Junior League puppet plays) [c. '34] N. Y., S. French pap., .50

**Chrietzberg, Florence: Dudley, Katharine L.**  
Our bird friends (grade 2): Bees (grade 2). 25p. (bibl.) O (Teachers' lesson unit ser., no. 77) [c. '34] N. Y., Teachers Coll., Columbia Univ. pap., .25

**Conjugation of German verbs, regular and irregular** [new ed.]. 48p. S (Hossfeld's educational ser.) ['34] [Phil., Peter Reilly] pap., apply

**Corbell, Edward**  
Collective energy; an introduction. 48p. D '34 c. Chic., Author, 5711 Harper Ave. pap., 1.00

**Dargan, Marion**  
Crime and the Virginia Gazette 1736-1775. 61p. (bibl.) O (Univ. of N. M. bull. whole no. 243; sociological ser., v. 2, no. 1) '34 Albuquerque, Univ. of N. M. Press pap., .25

**Field, Rachel**  
Cinderella married; a comedy in one act. 38p. D [c. '22, '24] N. Y., S. French pap., .35  
The sentimental scarecrow; a comedy in one act. 16p. D [c. '30] N. Y., S. French pap., .35

**Foods and Nutrition Division, Bureau of Home Economics**  
Meat dishes at low cost. 14p. il. O (U. S. Dept. of Agri. misc. pub'n no. 216) ['34] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., .05

**Forster, Arthur B. and Lenoir, Lucile, comps.**  
French songs, poems and proverbs. 74p. T '34 c. N. Y., Crofts pap., .35

**Foster, J. Rhoads**  
The public utility franchise in Missouri; the relation of the short-term franchise as an instrument of public utility regulation to the issue of centralization versus decentralization in state administration. 83p. (4p. bibl.) diagr. Q (Univ. of Mo. studies, v. 9, no. 4) '34 Columbia, Univ. of Mo. pap., 1.25

**Golden, John**  
The robe of wood; a Chinese play. 35p. il. D [c. '25] N. Y., S. French pap., .35

**Groom, William M., D.D.**  
Bible proof that America is God's chosen nation; an orthodox study for inspirational reading and Bible class work. 127p. (bibl.) S '34 c. Dallas, Bible Study Pub. Co., Box 2397 pap., .50

- Heine, Heinrich** ★  
Prose and poetry. 384p. (bibl.) S (Everyman's lib. v. no. 911) ['35] N. Y., Dutton flex. cl., .90
- Hough, Lynn Harold** Re  
The church and civilization. 205p. D ['35, c. '34] N. Y., Round Table Press 2.00  
Sermons and addresses by the dean of Drew Theological Seminary.
- Hunt, Alva R.**  
Revelations concerning money and banking, with proposed reforms. 88p. D '34 Phil., Dorrance 1.00
- Hurd, Harry Elmore** Po  
West of East. 160p. O '34 Bost., Author, 168 Dartmouth St. 1.00
- Hutchens, Paul** Fi  
Romance of fire. 254p. D '34 Grand Rapids, Mich., W. B. Eerdmans 1.00
- Hutton, Althea Swinford** Po  
To Virginia. 63p. D (Contemporary poets, no. 128) '34 Phil., Dorrance 1.00
- Ironside, H. A.** Re  
The unchanging Christ, and other sermons. 168p. D '34 Grand Rapids, Mich., W. B. Eerdmans 1.00
- Jackson, Birdsall** Hi  
Stories of old Long Island. 237p. (bibl.) D [c. '34] Rockville Centre, N. Y., Paumonok Press, P. O. Box 203 2.50  
Old Long Island, N. Y., pictured in stories and incidents, many of them humorous and quaint in character.
- Johnson, Frederick Ernest and others** Re-Ec  
Economics and the good life. 198p. (4p. bibl.) D '34 c. N. Y., Ass'n Press 1.75; pap., 1.00  
A consideration of the present social and economic scene from the point of view of Christian principle.
- Jordan, Gerald Ray** Re  
Faith that propels. 208p. O [c. '35] Nashville, Cokesbury 1.50  
Fifteen sermons on Christianity as a moving force in everyday living.
- Kant, Immanuel** ★  
Critique of pure reason; tr. [from the German] by J. M. D. Meiklejohn. 517p. (bibl.) S (Everyman's lib. v. no. 909) ['35] N. Y., Dutton flex. cl., .90
- Keesing, Felix M.**  
Modern Samoa; its government and changing life. 506p. (6p. bibl.) diags. O ['34] Stanford Univ., Cal., Stanford Univ. Press 4.00  
A study, carried on under the auspices of the Institute of Pacific Relations, of the changing life of Samoa in its political, economic, social, religious and educational aspects.
- Keesing, Felix M. and Keesing, Marie**  
Taming Philippine headhunters; a study of government and of cultural change in northern Luzon; introd. by Theodore Roosevelt. 288p. (4p. bibl.) front., maps O ['34] Stanford Univ., Cal., Stanford Univ. Press 2.75
- Kennedy, Aileen Elizabeth**  
The Ohio poor law and its administration. 245p. (bibl. footnotes) O (Univ. of Chic. social service monographs, no. 22) [c. '34] Chic., Univ. of Chic. Press 2.00
- Klopsteg, Paul Ernest**  
Turkish archery and the composite bow; a review of an old chapter in the chronicles of archery and a modern addendum; lim. ed. 104p. il. O c. '34 Evanston, Ill., Author, 2424 Lincolnwood Dr. 4.00, subscr.
- Lania, Leo** ★ Fi  
Land of promise; tr. by R. Henry. 399p. D c. N. Y., Macmillan 2.50  
Berlin is the setting for this novel about modern Germany and the romance of a Jewess and a young German.
- Lasswell, Harold Dwight**  
World politics and personal insecurity. 314p. (bibl. footnotes) O [c. '35] N. Y., Whittlesey House, McGraw-Hill 3.00  
By an associate professor of political science at the University of Chicago.
- Lavery, Emmet** Dr  
The first legion; a drama of the Society of Jesus. 132p. D '34, c. '33, '34 N. Y., S. French 1.50
- Lester, Bernard** Bu  
Marketing industrial equipment. 317p. (3p. bibl.) diags. O c. N. Y., McGraw-Hill 3.50  
The problems of distributing machinery and equipment from manufacturer to consumer, including the questions of market analyses and sales organizations.
- McCloud, Isabel Davies**  
Our living language. 150p. front. D [c. '34] San Francisco, Zenith Press, 545 Sansome St. 2.00
- McFadden, Elizabeth Apthorp** Dr  
Double door; a play in three acts. 130p. il., diagr. D '34, c. '31-'34 N. Y., S. French pap., .75
- McGrath, Edward F.** Bi  
I was condemned to the chair. 318p. D ['35 c. '34] N. Y., Stokes 2.50  
The autobiography of an ex-convict who spent twenty months in the death house in Sing Sing and then served a "twenty to life" sentence in Sing Sing, Dannemora and Comstock prisons.
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- Hartranft, Harry Carpenter, D.D.**  
Analysis of the Book of Revelation. 180p. O [c. '34] Cressona, Pa., Travelling Bible Inst. of America pap., .85
- Hestand, David M., M.D.**  
Cancer; its cause, its cure [1934 rev. ed.]. 56p. front. (por.) D '34 c. Houston, Tex., Hestand Clinic, Marine Bank Bldg. pap., gratis
- Heurich, Christian**  
Aus meinem Leben. 141p il. O '34 Phil., Dorrance 2.50
- Howard, John Tasker, comp.**  
A program of Stephen Foster songs; provided with new accompaniments; part-song arrangements by N. Clifford Page. 117p. il. F [c. '34] N. Y., J. Fischer & Bro. pap., 1.50
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Let's have more action! [government economic policy—New Deal]. 32p. D [c. '34] Norwalk, O., Action Publishers, P. O. Box 343 pap., .10
- Kurtz, Leonard P.**  
The dance of death and the macabre spirit in European literature. 301p. (20p. bibl.) D (Comp. literature ser.) [c. '34] N. Y., G. L. van Roosbroeck, Inst. of French Studies pap., 2.25
- Lamkin, Nina B.**  
Christmas and the New Year [Christmas programs]. 144p. (bibls.) D (All through the year ser.) [c. '34] N. Y., S. French pap., .50



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The origins of international rivalry in Samoa, 1845-1884. 233p. (15p. bibl.) maps, diagrs. O ['34] Stanford Univ., Cal., Stanford Univ. Press 2.75
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Short stories; tr. [from the French] by Marjorie Laurie. 350p. (bibl.) S (Everyman's lib. v. no. 907) ['35] N. Y., Dutton flex. cl., .90
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Mind, self and society, from the standpoint of a social behaviorist; ed. by Charles W. Morris. 438p. (3p. bibl., bibl. footnotes) O [c. '34] Chic., Univ. of Chic. Press 5.00  
A treatise on social psychology, by the late professor of philosophy at the University of Chicago, which is based on some of his unpublished manuscripts and on notes taken by his students.
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Electrons (+ and -) protons, photons, neutrons, and cosmic rays. 502p. (bibl. footnotes) il., diagrs. D (Univ. of Chic. sci. ser.) [c. '35] Chic., Univ. of Chic. Press 3.50  
A revised and greatly enlarged edition of this famous physicist's work "The Electron."
- Mills, Ogden L.**  
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**Proceedings of the National Conference of Social Work** (formerly National Conference of Charities and Correction) at the sixty-first annual session held in Kansas City, Missouri, May 20-26, 1934. 632p. front. (por.), maps, diagrs. O (Nat'l Conf. of Social Work pub'n) [c. '34] Chic., Univ. of Chic. Press 3.00

**Pumpelly, Laurence**

A French reader for beginners; rev. ed. 175p. il., map D '34, c. '26, '34 N. Y., Crofts 1.20

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Reveries. 50p. D (Contemporary poets no. 133) '34 Phil., Dorrance 1.00

**Spon, John**

Faces; what they mean and how to read them; being a practical work of reference for all who wish to understand the meaning of the features of the face and the significance of the hand and fingers. 312p. il., diagrs. T [n.d.] N. Y., Engineers B'k Shop, 227 Park Ave. flex. lea. cl., 1.50

**Table talk**, by various writers from Ben Jonson to

Leigh Hunt. 307p. S (Everyman's lib. v. no. 906) ['35] N. Y., Dutton flex. cl., .90

**Tenney, Horace Kent**

Let's talk about your baby [child care]. 85p. D [c. '34] Madison, Wis., Kilgore Pr. Co., 117 E. Mifflin St. 1.50

**Thomas, Milton Halsey, comp.**

Bibliography of Nicholas Murray Butler, 1872-1932; a check list. 446p. front. (por.) O '34 c. N. Y., Columbia Univ. Press buck., 5.00

**Tweed, Thomas F.**

Destiny's man. 386p. D [c. '35] N. Y., Farrar & Rinehart 2.50

A dramatic story about Central European politics and a Hungarian who caused turmoil and hysteria throughout Europe. By the author of "Gabriel Over the White House."

**Vas, Catherine F.**

Child's story Bible; v. 1. 223p. il. (col.) O '34 Grand Rapids, Mich., W. B. Eerdmans 2.00

**Walker, Elma Glenn**

Poems of Wyalusing. 44p. D (Contemporary poets no. 122) '34 Phil., Dorrance 1.00

**Wallace, Oates Charles Symonds, D.D.**

What Baptists believe; the New Hampshire Confession; an exposition. 128p. D (Training course for Sunday school workers) [c. '34] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40

**White, Theo.**

Richmond: twelve lithographs of the city on the James; introd. by Julia Sully. 16p. F [c. '34] Richmond, Va., Garrett & Massie 15.00

**Wilson, Francis Graham**

Labor in the League system; a study of the International Labor Organization in relation to international administration. 396p. (2p. bibl.) O [c. '34] Stanford Univ., Cal., Stanford Univ. Press. buck., 4.00

The author is professor of political theory in the University of Washington.

**Yates, Kyle Monroe, D.D.**

From Solomon to Malachi. 109p. (bibl.) map D (Bible biography, b'k 3, Training course for Sunday School workers) [c. '34] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40

**Young, Edward J.**

Study your Bible. 109p. S '34 Grand Rapids, Mich., W. B. Eerdmans .75; pap., .50

**Zyve, Mrs. Claire Turner, ed.**

Willingly to school. 108p. il. Q ['35, c. '34] N. Y., Round Table Press 3.00

A description of modern progressive education which relates learning to life experiences. Based on work at the Fox Meadow School and illustrated with many photographs.

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- West of East. 1.00 *H. E. Hurd*
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- World politics and personal insecurity. Lasswell, H. D. 3.00 *Whittlesey House, McGraw-Hill*



## OLD & RARE BOOKS

FREDERICK M. HOPKINS

THE SALE OF PART I of the library of the late Ogden Goelet, at the American-Anderson Galleries, took place January 3rd and 4th. A report will appear in next week's *Publishers' Weekly*. And on January 9th and 10th the sale of books, autographs and drawings, comprising the library of the late Fred R. Drake, together with selections of Nathan Comfort Starr, the late Jahu Dewitt Miller, Harry F. Kanter, V. Winthrop Newman, and other properties, at the same galleries, took place. These sales, rich in choice and rare material, covering a wide range, will indicate pretty definitely the conditions of the rare book market at the beginning of 1935 and will be of great interest to collectors and dealers.

Other important sales will soon follow. On January 15th and 16th the library of John C. Eckel, famous as a bibliographer of Dickens, will be dispersed. This collection contains 490 lots, mainly first editions of English and American authors. It contains not only his Dickens collection, but many of the best-loved books by American authors. The Far Northwest is represented by Jack London, California by Stewart Edward White, the Southwest by Alfred Henry Lewis, the western prairies by Frederic Remington, the Middle West by Hamlin Garland, Kansas by Edgar W. Howe, the Delta by George W. Cable, the Great Smoky Mountains by Charles Egbert Craddock, the South by Thomas Nelson Page, Virginia by John Esten Cooke, Pennsylvania by Margaret Deland, New England by Sarah Orne Jewett, and Cape Cod by Joseph C. Lincoln. These modern books, because they are representative of American life as a whole, will have a special appeal to the new generation of American collectors and the result will be watched with keen interest.

On January 18th, in a single session, 120 lots from the library of Robert J. Hamerslag, of Mount Kisco, N. Y., will be sold. This small but choice selection includes first

editions of Spenser, Drayton, Beaumont & Fletcher, Bacon, Donne, Herrick, Suckling, Milton, Locke, Dryden, Congreve, Defoe, Pope, Sterne, Boswell, Coleridge, Byron, Shelley, Keats, Lamb, Brontë, Fitzgerald, Whitman and others. Among the great books is a Second Folio of Shakespeare.

THE GREAT COLLECTIONS sold in England since the beginning of this century bore striking evidence that their owners of earlier decades were both rich and great collectors. Right up to the beginning of the World War, there were many other English collectors who had distinguished themselves in a lesser degree. There were country squires, professional men, manufacturers, men of leisure with inherited fortunes, who enjoyed buying rare and choice editions and bringing important collections together. Today there is less collecting because there is less time and money for it. Times have changed, and hobbies are not quite the same. The English well-to-do are interested in other things, and book buying is done less passionately and on a smaller scale. Since the Civil War in this country English rare book dealers have looked more and more to America for a market for their surplus stock, and the ease with which American collectors absorbed the flood of English rarities after the end of the World War, at constantly advancing prices, amazed the English rare book trade. The depression in this country has hurt trade, and, at present, unfavorable exchange is acting as a brake on importing, but even hard times and high prices have not had as much effect as some expected. It is the opinion of both English and American dealers that marked improvement in business here will be followed quickly by the resumption of activities by American collectors, at home and abroad.

BOWDOIN COLLEGE has recently received as a gift Isaac W. Dyer's Thomas Carlyle collection consisting of over 700 volumes, in-

cluding all of the first editions of Carlyle's writings except "Sartor Resartus" of which there are twenty-five later editions. Every book in the English language, biographical and critical, relating to Carlyle, even though it contains only a chapter, is in the collection. Mr. Dyer's reputation as a collector and as an authority on Carlyle is well founded, for he has read everything in English written about him and is the author of an authoritative bibliography of his writings. The only American rival to the Dyer collection of Carlyle, now owned by Bowdoin College, is that in the library of the University of Michigan, which surpasses it in one respect: it contains many German books relating to Carlyle. Mr. Dyer was unable to read the German language.

ALL RIGHTS of reproduction outside of France in the unpublished letters from Napoleon to Marie Louise have been sold to the United Feature Syndicate, an American corporation, after two weeks of spirited bidding by newspapers, magazines and publishers throughout the world by cable, telegraph and transatlantic telephone. The letters will be serialized in New York City by the *World-Telegram*. Meanwhile the greatest living Napoleonic authorities have been working feverishly to decipher the Corsican's illegible script, written from the battlefields of Europe, and the opinion seems to be unanimous that this is the greatest find of Napoleoniana on record.

Two BOOKS that will be of interest to the Lamb collector will be published this month by Methuen of London. One, entitled "Lamb Always Elia," is by Edith Christina Johnson, professor of literature at Wellesley College, who disputes the theory that Elia was not the true Charles Lamb. In her book she seeks to trace the slow evolution of Elia as "an inevitable process resultant of many significant forces and influences that began in childhood and continued until Lamb's retirement from East India House." In the second volume, "Lamb's Barbara S—," by L. E. Holman, a short account is given of Fanny Kelly, the actress heroine of the essay quoted in the title.

CATALOG NO. 1 comes from Brown and Dunning, dealers in rare books and autographs, 426 Hamilton Place, Ann Arbor, Michigan. The catalog is a neat booklet 4½ inches by

7 inches, containing 32 pages, and 251 items. The books cataloged are mainly modern first editions of English and American authors of moderate rarity at very fair prices. The young collector of limited resources will find much to interest him and some lots that he is sure to feel like buying. This is a type of catalog that is doing much to start beginners in making collections, a very important thing for the rare book trade at this time.

MICHAEL SADLIER, whose bibliography of Anthony Trollope has been highly praised by Trollope collectors, has prepared a twelve-page pamphlet of addenda and corrigenda. A number of new first edition variants, mainly concerned with bindings, have come to light; the discovery of a complete copy of "Brown, Jones and Robinson," (New York, 1862) has now made possible a full collation of that book; and there are two previously unrecorded volumes containing contributions to Trollope. A copy of the pamphlet will be supplied to any owner of the original bibliography who sends three pence to the author, 10, Orange Street, London, W.C.2.

*The London Times* calls attention to two outstanding prices recently paid for first editions at Hodgson's. One was the rare first edition of Sterne's "Tristram Shandy," Vols. I and II, in contemporary half-calf, uncut, with Vols. III and IV from another set though they compared favorably with the first two volumes, together fetching £375. The other first edition was Sheridan's copy of Boswell's "Johnson," with the suppressed leaf at pp. 301-2 in Vol. II, which brought £166.

WARREN PERRY, librarian, College of Puget Sound, Tacoma, Wash., writes: "I have been engaged for some time in the compilation of a "Bibliography of John Keats," which I hope to have published soon. If any of your readers know of editions of Keats or critical items which might prove elusive, I shall appreciate hearing from them. Particularly I desire information concerning academic theses and dissertations."

AMONG THE RECENT GIFTS to the British Museum are the presentation by Bernard Shaw of the letters written to him by Ellen Terry. Others include some autograph notes by Shelley on a play by Thomas Jefferson Hogg, a painting of the yacht *Don Juan* in which Shelley was drowned during a



storm off the coast of Italy, and the greater part of the manuscript of Hogg's life of the poet.

## Auction Calendar

THURSDAY EVENING, JANUARY 24, AT 8:15, AND FRIDAY AFTERNOON AND EVENING, JANUARY 25, AT 2:15 AND 8:15. The library of the late Ogden Goelet of New York. (Items 438.) American Art Association-Anderson Galleries, Inc., 30 East 57th Street, New York City.

## Catalogs Received

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 Harris, Joel Chandler. *Little Mr. Thimblefinger and His Queer Country.* 1894; *Stories of the South.* 1899; *Uncle Remus & Br'er Rabbit.* 1906; *Uncle Remus & Little Boy.* 1910; *Merrymaker.* 1908 (issued in 1901 under title "Book of Fun & Frolic"); *Yankee Hater.*  
 Beecher. *Tilton Trial.*  
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 Winthrop. *Model of Christian Charity; Letters to His Wife.*  
 Valentine's Manual. Vols. III, XI, XII, V, X in cloth. 1919-27-28-21-26.  
 Wassermann. *World's Illusion.* 1st Amer. ed.  
 Civic Survey of King's County. 1644. Pub. by Irish Hist. M. S. S. Commission.  
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 Davis, Jefferson, Pres. of the South. Macm. 1923.  
 Grant, U. S., Generalship of. J. F. Fuller.  
 Grant and Lee. J. F. Fuller. Scribner. 1933.

- Bullock's, Book Dept., Los Angeles, Calif.**  
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 While Rome Burns. Woolcott. 1st ed.  
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